



**BING Harvest Moon Auction
Sponsorship and Catalog Advertising Rates and Specifications**

Please consider being a sponsor of the Bing Auction!

Price	Sponsor Benefits
Platinum/Corporate - \$10,000	Full-page premium ad in online auction catalog (either back cover/color or inside back cover/color) Special recognition on the online auction website and the Bing website. Verbal recognition during in-person event or the live virtual auction event.
Gold - \$6,000	Full-page ad in online auction catalog. Special recognition on the online auction website and the Bing website. Verbal recognition during in-person event or the live virtual auction event.
Silver - \$3000	Full-page ad in online auction catalog. Special recognition on the online auction website and the Bing website.
Bronze - \$1500	Full-page ad in the online auction catalog. Special recognition on the Bing website.

Additional advertising opportunities for businesses and families in our Auction Catalog:

RATES

Black and white interior pages:

Business card size.....\$ 55
 One Eighth page.....\$150
 Quarter page.....\$250
 Half page.....\$500

SPECIFICATIONS-Ad Dimensions:

Business Card: 2 inches high x 3.5 inches wide
 One Eighth page: 2.5 inches high x 3.75 inches wide
 Quarter page: 5 inches high x 3.75 inches wide
 Half page: 5 inches high x 7.75 inches wide

Submission requirements:

File formats for photos: EPS, TIFF, JPEG

File formats for text: MS Word or by email

File formats for logos or corporate ads:

Adobe PDF preferred. Photoshop EPS or TIFF, Illustrator, or InDesign OK.

File resolution: 300 dpi at target size

Catalog Ads are due by September 26, 2022.
 and Addendum ads are due by October 7, 2022. Please send digital file.

As a Sponsor or Advertiser, your business’s name and address will be added to an online map showcasing businesses who have donated and sponsored our auction. The auction map will be shared with our Bing community, which is made up of thousands of Bing supporters – current, alumni and prospective Bing families, as well as local founders and businesses who support outreach and early childhood education

Please complete donation/ad request at bingschool.stanford.edu/hm
and click on Donate Now Or fill out a hard copy Donation Form
Please submit ad copy to: Bing Harvest Moon Auction, Bing Nursery School
 850 Escondido Road, Stanford, CA 94305-7120
 or email copy to harvestmoon@stanford.edu