

**The Tolland Fire Department, Inc.  
Community Directory  
Order Form for the 2017 Edition**

Business/Organization name: \_\_\_\_\_

Mailing address: \_\_\_\_\_

E-mail address of person placing order: \_\_\_\_\_

Telephone # of person placing order: \_\_\_\_\_

**Instructions:** (please check one):

- I want to submit **a new ad or change** my ad for the 2017 Directory.  
**Please follow the instructions on the back of this form.** The charges are:

Two Color (Black & Red)

¼ page	\$140.00	_____
½ page	\$225.00	_____
full page	\$350.00	_____

- \*\*\*\*\* **Renewals with NO changes only** \*\*\*\*\*  
Run my ad again as it appeared last time, **with no changes.**  
The discounted charges for renewing “as is” are as follows:

Two Color (Black & Red)

¼ page renewal	\$125.00	_____
½ page renewal	\$200.00	_____
full page renewal	\$300.00	_____

**Last date for payment:** Please order and pay for all ads in full by **September 15, 2016**. Ads which have been ordered but not paid for, in full, by the deadline may be omitted from the 2017 Directory.

**General conditions:** Space is allocated on a “first come, first served” basis, and ad placement in the Directory is at the sole discretion of The Tolland Fire Department, Inc. The Tolland Fire Department, Inc. reserves the right to edit content or refuse ads, and assumes no liability for typographical errors.

**Where to send payment:** Please make your check payable to “**The Tolland Fire Department, Inc.**” and mail it with this form to: **The Tolland Fire Department, Inc., P.O. 827, Tolland, CT 06084**, or bring it with this form to the Fire Department Training Center, 191 Merrow Rd., weekdays between 9 a.m. and 4 p.m. Your cancelled check is your receipt.

**E-mail questions to:** [phonebook@tollandfire.org](mailto:phonebook@tollandfire.org) Please include a daytime phone number.

***Please see the submission instructions on next page.***

How to send us your ad:

1. Select the ad size you wish to pay for from the sizes listed below. Then prepare your ad so that it matches exactly the size you have selected. This is very important. Red or black ink may be specified for text.

2. Send the ad to us electronically if you can. The ideal format to use is a .PDF file. You may also use .TIFF or .EPS files. Note: we are NOT able to use files prepared using Photoshop®. And please make sure the image is correctly sized to fit your ad space.

3. E-mail your completed ad to [phonebook@tollandfire.org](mailto:phonebook@tollandfire.org). Include contact information in the e-mail so we know whom to contact if needed. Then mail us this completed form and your payment

4. If you cannot prepare your ad in digital format, you can provide us with a full size printed copy of your ad that we can scan. Again, please make sure it is sized properly to fit your ad space, and that the image is sharp and clear. Copies of newspaper ads and business cards are not acceptable. Mail your finished ad and this form to the address shown on the other side. You can also bring your finished ad together with this form and your payment to the Fire Training Center, 191 Merrow Road, weekdays between 9 AM and 4 PM.

Sizes for ads:

Full page	5 5/16" wide x 7 15/16" high
1/2 page horizontal	5 5/16" wide x 3 15/16" high
1/4 page vertical (portrait)	2 5/8" wide x 3 15/16" high
1/4 page horizontal (landscape)	5 5/16" wide x 1 15/16" high

5. If you wish to hire a professional Graphic Artist to help you with your ad design, you may contact us at [phonebook@tollandfire.org](mailto:phonebook@tollandfire.org). We will provide you with the name of one or more artists. You are responsible for contacting the artist, providing all needed information and arranging payment. Fees for such services are separate and in addition to your ad fee. The Tolland Fire Department, Inc. receives no compensation from such artists and assumes no responsibility for the quality or timely completion of any work you may ask the artist to do.