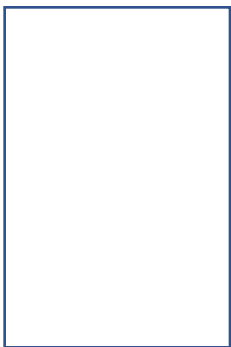




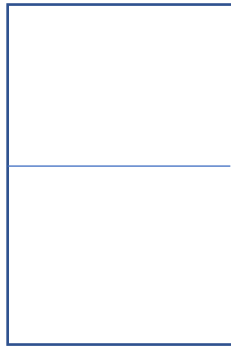
Cell: 407-733-2873
Email:
Rebecca@VeteranResourceService.org

Heroes Rodeo Ad Pricing & Specifications

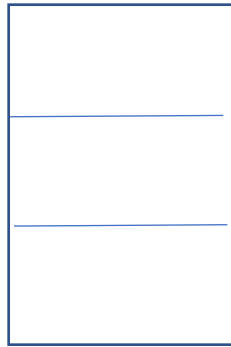
Dear Merchant: A program is being printed for distribution at the upcoming Heroes Rodeo slated for October 11th through 13th. We anticipate several thousand individuals will come to the rodeo and family festival that is included on Saturday afternoon. This is an opportunity for you to highlight your business and hopefully, reap new customers in the near future. Included on a separate page is the Advertising Receipt/Layout Form that must be completed and returned to Rebecca by email or in person. Payment should accompany the Layout form. Please mark your chosen AD and provide the appropriate electronic copy for print. If you have questions or concerns, please feel free to call Rebecca at the number listed above. Your AD and payment must be received no later than September 30th to be included in the brochure. Here are AD Possibilities. Paper size is 8 ½ " X 11". Remember, you may also include a discount or special offer with your AD. Get creative!



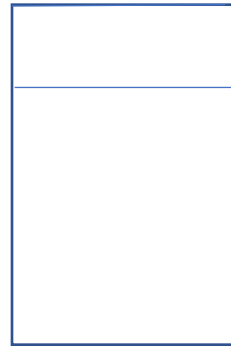
Full Page



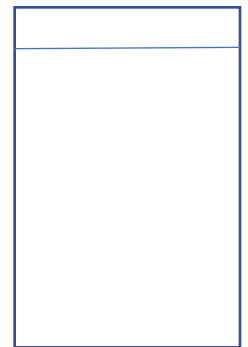
1 / 2 Page



1 / 3 Page



1 / 4 Page



1 / 8 Page

Advertising Receipt/Layout Form

Date: _____

This authorizes Veteran Resource Services, Inc. to publish My name as a business or My AD in your Heroes Rodeo Program. We agree to pay \$ _____ Cash or Check (Make Check payable to Veteran Resource Services, Inc. A receipt for payment will be provided to you.) Mail payment and AD materials, including this page, to:

Veteran Resource Services, Inc.
 c/o Rebecca Williamson
 804 Windsor Estates Dr
 Davenport, FL 33837

Thank you for advertising in the Heroes Rodeo Program. All profits from this event will go to provide housing, counseling, job training, and job placement for veterans!

REGULAR AD PAGES	LINES OF COPY	PRICE
<input type="checkbox"/> FULL PAGE		\$150
<input type="checkbox"/> HALF PAGE		\$100
<input type="checkbox"/> 1 / 3 PAGE	Max. 10 lines of copy	\$ 75
<input type="checkbox"/> 1 / 4 PAGE	Max. 8 lines of copy	\$ 40
<input type="checkbox"/> 1 / 6 PAGE	Max. 6 lines of copy	\$ 30
<input type="checkbox"/> 1 / 8 PAGE	Max. 4 lines of copy	\$ 25
<input type="checkbox"/> Booster	Max. 2 lines of copy	\$ 15

Name of Advertiser or Booster (type or print) _____

Advertising Copy (type or print) _____

Pictures or Artwork Included Yes No Approved by _____

Solicited by _____ Firm _____

Event: Williston Heroes Rodeo Address _____

Phone _____

Email _____

Note: DO NOT staple or tape over copy! Print all material clearly! We cannot be responsible for errors when copy is not legible. Complete an Advertising Receipt/Layout form for each ad submitted. A proof will be sent to you for approval prior to final printing.

ALL APPROVED AD COPIES MUST BE SUBMITTED NO LATER THAN 5 PM ON FRIDAY, SEPT 28TH TO BE INCLUDED IN THE BROCHURE!

Heroes Rodeo Program Submission Guidelines

- A business card or letterhead, newspaper ad or telephone yellow page ad is the preferable form of submission. (They should be on white paper.) Attach to Ad Receipt form and mark the size desired. Do not staple or tape over the copy.
- Mark each ad for size, price and space. Check and recheck the copy that is prepared for you to proof for accuracy. You are responsible for any errors (other than printing errors) made on the ad.
- If you have an existing ad, supply the ad on CD as well as a hard copy. Or, if you want a specific design, draw a rough sketch on the back of the ad form. Ads smaller than 1/4 page will be text only. Lines of copy per ad size 1/3 page – maximum 10 lines of copy; 1/4 page – maximum 8 lines of copy; 1/6 page – maximum 6 lines of copy; 1/8 page – maximum 4 lines of copy.
- There is an additional charge for photographs. Black and white logos and small drawings are free in 1/4 page ads and larger, but they should be the correct size for the ad purchased. Photos are not allowed on third page ads or smaller.
- Complete an Advertising Receipt/Layout Form for each ad submitted.

Submission Checklist

- DO submit original photos, original artwork or ink drawings. Submit black and white laser prints for line art only (not acceptable for grayscale art or photographs). Attach to the Advertising Receipt/Layout Form.
- DO submit files on disk at a minimum resolution of 300 dpi in TIFF, EPS, JPEG or PDF format. Images from web sites are generally at 72 dpi and are not high enough resolution to reproduce adequately.
- DO recheck to make sure every ad is accounted for. Please send everything for your book to us at one time.
- DO NOT submit inkjet or laser printouts of photos or grayscale graphics from your computer. Submit these files on disk instead. (Exception: laser prints are preferred for black and white line art.)
- DO NOT submit photos or graphics clipped from newspapers, magazines, greeting cards, stationery, etc. They will reproduce poorly and may be copyrighted.
- DO NOT submit photocopies of photos or graphics, or pencil or crayon drawings.
- DO NOT use paper clips, staples or tape on your photos or artwork as they may damage them.
- DO NOT submit artwork that is disproportionate.
- DO NOT submit art larger than 8.5" x 11".
- DO NOT submit negatives or transparencies.