

SKY RANCH FOUNDATION

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ADVERTISER INFORMATION, RATES & RESERVATION FORM: 2010 SKY RANCH HALL OF FAME PROGRAM

OVERVIEW:

The 2010 SKY RANCH HALL OF FAME PROGRAM is a special-edition souvenir publication to be distributed and used at the 19th Annual Hall of Fame Dinner, Sunday, June 6, 2010. The event is being planned for at The Lodge at Deadwood in Deadwood, South Dakota as a Special Celebration of the 50th Anniversary of Sky Ranch for Boys. As many as 300 people are expected to participate in the Hall of Fame dinner. Attendees will include leading suppliers, distributors, retailers and association executives from all segments of the alcohol beverage industry nationwide, local business and community leaders are also expected to participate. Political leaders and government officials will also be invited. The printed program will contain feature stories on the 2010 Hall of Fame Honorees, the history of the Sky Ranch program, a schedule of speakers for the dinner, and other important information. It will be looked at repeatedly by participants in the event, and will be a treasured memento of the occasion. Approximately 1,000 copies will be printed for distribution during the event, and for selective follow-up mailings. Each advertiser will receive two confirmation copies. Ads congratulating the Hall of Fame honorees are especially appropriate. The Sky Ranch Foundation is publishing the Program. The tax-exempt foundation was established in 1961 to coordinate fund raising and other support services for Sky Ranch for Boys. All proceeds will be used to help Sky Ranch continue its remarkable record of success in helping troubled, abandoned and abused teenagers from all parts of the U.S.

Covers and selected interior pages will be printed in process 4-color (CMYK). Prices quoted are for camera-ready art supplied by advertiser or their representative and are not discountable or commissionable. Publisher will set type and include advertiser-provided artwork if requested for an additional 15% charge (b & w ads only).

ADVERTISING RATES

<u>SIZE/LOCATION</u>	<u>4-Color</u>	<u>B & W Size (w x h)</u>	<u>EARLY BIRD Order/Pay By 3/1/10</u>
2nd cover: Full Page	\$3,500	\$1,500	8 ½ x 11 Not Available
3rd cover: Full Page	\$3,500	\$1,500	8 ½ x 11 Not Available
4th cover: Full Page	\$3,800	N/A	8 ½ x 11 Not Available
Interior Full Page	\$3,000	\$1,000	7 ½ x 10 Color: \$2,250 B & W: \$750
Interior Half Page	N/A	\$ 550	7 ½ x 5 or 3 ¾ x 10 B & W: \$425
Interior Quarter Page	N/A	\$ 300	3 ¾ x 5 B & W: \$225
Interior "Business Card" 1/10th Page	N/A	\$ 150	3 ½ x 2 B & W: \$115

ISSUE & CLOSING DATES

Issued: 6/6/2010 **Space Reservation:** 5/10/2010 **Material Closing/Payment:** 5/14/2010 (3/1/10 deadline for discounts)

MECHANICAL & COMPUTER FILE SPECIFICATIONS

Page Size: 7 ½" x 10" **Trim Size:** 8 ½" x 11"

Printed offset. Negatives right reading, emulsion side down. 133 line screen. Progressive proofs, cromalins or matchprints should be provided for on-press color guide. Art may be submitted in TIF, JPG, PDF or EPS formats on CD or by E-mail to: Cameroncom@aol.com. **300 dpi PDF files work best. Quark files cannot be accepted.** The book is prepared for printing using Adobe Pagemaker on a Windows PC.

2010 SKY RANCH HALL OF FAME DINNER HONOREES:

<u>Category</u>	<u>Name</u>	<u>Affiliation</u>
Pioneer	Nancy Brady	President, Sky Ranch for Boys, Inc./Rapid City Area Hospitality Assoc.
Pioneer	Bill Walsh	Owner, Dakota Travel/Director, Sky Ranch for Boys, Inc.
Supplier:	John Esposito	President, Bacardi, USA
Wholesaler:	Tom Cole	President, Republic National Distributing
Retailer:	Harry Wiles	Executive Director, American Beverage Licensees
Allied:	Tobin Thomas	National Vice President, WAABI/Beam Global Spirits & Wine

(RESERVATION FORM ON OTHER SIDE)

TERMS AND CONDITIONS

- 1. Advertiser guarantees payment.
- 2. Advertiser and agency shall indemnify publisher against any damages and related expenses (including legal fees) arising from the publication of the ad.
- 3. Publisher shall have no liability for failure to execute accepted advertising orders due to acts of God, strikes, or any other cause beyond publisher's control, affecting publication or distribution.
- 4. Publisher will not be bound by any condition, printed or otherwise, on contracts, orders or copy instructions when such instructions conflict with publisher's policies.
- 5. Publisher reserves the right to cancel any advertising order or reject any advertising copy, at any time prior to press date, whether or not the copy or order had already been accepted or acknowledged.
- 6. Position cannot be guaranteed.
- 7. Coupons are not accepted, either free-standing or as part of the advertising copy.
- 8. Material will be destroyed 60 days after issue date unless instructed otherwise.

Payment for advertising is due in full on or before May 20, 2010. "Early Bird" Ad discounts must be paid by March 1, 2010. Dinner tickets may be purchased (and paid for) as late as June 1, 2010. Checks should be payable to: Sky Ranch Foundation. Event details and pricing are subject to change.

SPACE RESERVATION:

Please reserve (SIZE/LOCATION): _____ advertising space in the 2010 SKY RANCH HALL OF FAME CELEBRATION PROGRAM for:

Please print or type:

Name/Title _____

Company _____

Telephone _____ Fax _____

E-Mail _____

Address _____

City _____ State _____ Zip _____

DINNER TICKETS:

Also, please send us _____ tickets for the June 6, 2010 Hall of Fame dinner at The Lodge at Deadwood @ \$150 each (\$2,000 for a reserved table of ten seats with preferred location). Dinner tickets are non-refundable. Event begins at 6:30 PM. Business attire suggested. Badges and table assignments will be available at the door 30 minutes prior to opening. For room reservations contact the hotel directly: **The Lodge at Deadwood**, 100 Pine Crest Lane, Box 320 • Deadwood, South Dakota 57732. www.deadwoodlodge.com 605-584-4800. **SPECIAL! Deduct 20%** from ticket cost if paid by 3/1/2010 (example: \$120 per ticket or \$1,600 for reserved table of 10).

TICKET TOTAL COST: \$ _____ +
 AD COST (based on rates shown on other side) \$ _____ =

TOTAL: \$ _____ (Note: if donating some tickets back please indicate how many you will actually use _____)

Authorized by: _____ (signature) _____ (title) _____ (e-mail)

NEW! Charge above amount to the following credit card:

Card # _____ Expires (mo/yr) _____

Name on card: _____

Security # on card (last 3 digits on back of MC/Visa or 4 digit imprint on face of American Express) _____

Card Billing Address (if different from above): _____

Check Appropriate Options Below:

- Copy Enclosed, Please Typeset ad for additional 15% charge.
- Camera-Ready Artwork will be furnished. Camera-Ready Artwork enclosed
- Check or Credit Card information is enclosed. Please bill us.
- Early Bird Ad Discount Requested

Send reservation, payment and artwork to:
 Sky Ranch Foundation * 4211 Oakhill Road * Fredericksburg, VA 22408
 Email: Cameroncom@aol.com Voice: 540-891-7201 Fax: 540-891-7203