

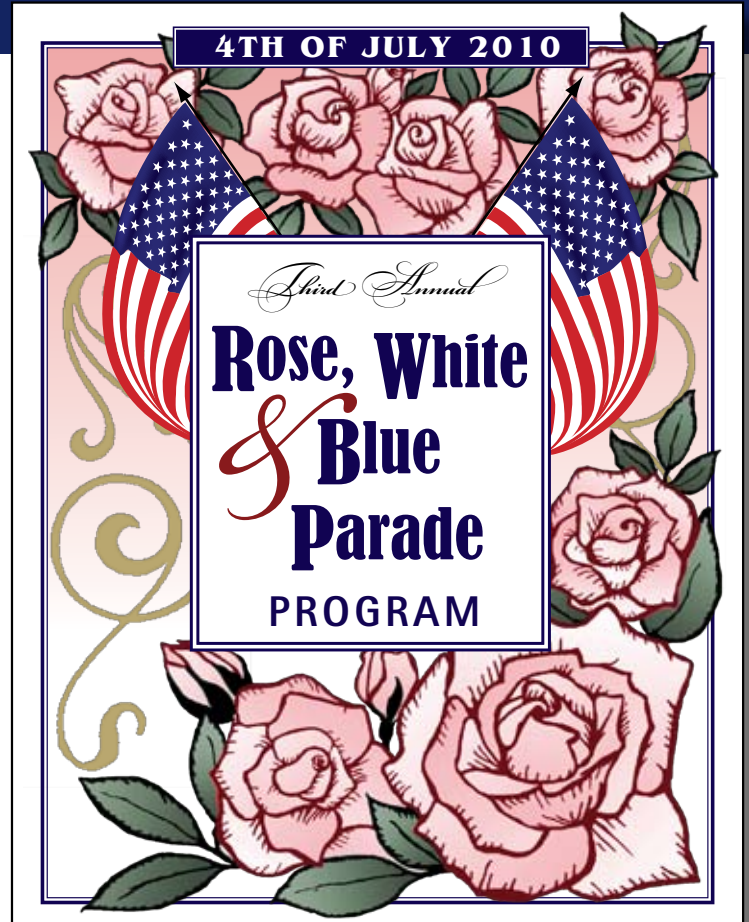
Advertise in the Rose, White & Blue Parade Program!

Be a part of a parade keepsake piece!

Advertising in the Rose, White & Blue Program conveys the message that your business or organization cares about community events that celebrate our country and our City's rose parade history.

Key advantages in advertising in the Rose, White & Blue Parade program include:

- A total distribution of 30,000 to local residents and Parade Spectators.
- 23,000 copies will be pre-distributed to local residents as an insert in the Rose Garden Resident and Willow Glen Resident Newspapers.
- Market includes a historic neighborhood with discretionary income.
- Advertising creates goodwill for advertisers: *"The Rose, White and Blue 4th of July Parade is the premier annual event that residents take pride in."*
- This program is expected to be a collector's item much like those of the historic Fiesta de Las Rosas programs.
- We offer cooperative advertising: Businesses can group together and take out an ad.
- Get recognized as one of the Shasta/Hanchett Park Neighborhood Association's favorite businesses on The Alameda
- Our Parade attracts local volunteers, local organizations, elected officials from all over Santa Clara County
- Website listing is included with ad on www.rosewhiteblueparade.org.



Rose, White & Blue Parade

919 The Alameda • San Jose, CA 95126 • Tel: (408) 436-8581 • Fax: (408) 436-8583 • www.rosewhiteblueparade.org

2011 Program

Advertising Rates & Sizes

Please refer to the tables below for rates and sizes. To reserve ad spaces please contact Larry Clark at 408-436-8581 or email rwbparade@gmail.com. Please submit a completed Insertion Order Form.

Rates

AD SIZE	RATE
Full page	\$1,100
Half page	650
Quarter page	375
Business card (enlarged)	250
Personal Message Banner	50
Inside Back or Front cover	1,250
Back cover	1,500

Sizes

AD SIZE	WIDTH	HEIGHT	MECHANICAL NOTES
Full page	7.825 in	9.9167 in	
Horizontal Half page	7.825 in	4.75 in	
Vertical Half page	3.825 in	9.5 in	
Quarter page	3.825 in	4.75 in	
Business card (enlarged)	3.825 in	2.25 in	
Personal Message Banner	3.825 in	approx. .75 in	Message is limited to 80 characters.
Back cover	7.825 in	10.333 in	

MECHANICAL REQUIREMENTS

For additional information on electronic ad submission, including transmission options and file settings, contact Susan Horovitz at 408.821.4104 or horovitz@sbcglobal.net.

- Color newspaper ads must be submitted in digital format and sent via electronic transmission or on disk.
- Ads should be submitted on deadline and ready for processing. Ads that are incomplete or problematic may miss the desired publication/edition.
- Ads should be submitted in digital format. Industry standard PDF files are strongly recommended and preferred.
- All files should be submitted with a photocopy or printout of the ad.
- Photos or scans should be converted from RGB to CMYK.
- Pantone color should be converted to CMYK.

Advertising Acceptability Guidelines

The Rose, White & Blue Parade committee reserves the right to examine advertisements before publication to determine if they meet the standards of acceptability that the committee has established based on our mission statement. The RWB Parade committee may decline to accept advertising that is misleading, inaccurate or fraudulent; that makes unfair competitive claims; or that fails to comply with its standards of decency and dignity. If an advertisement contains statements or illustrations that are not deemed acceptable, and that the RWB Parade committee thinks should be changed or eliminated, the advertiser will be notified. The RWB Parade committee will attempt to negotiate changes with the advertiser; however, if changes cannot be negotiated, the advertisement will be declined by the RWB Parade committee.

Full Page Ad
7.825 in x 9.9167 in

Horizontal Half Page Ad
7.825 in x 4.75 in

Quarter Page Ad
3.825 in x 4.75 in

Enlarged Business Card Ad
3.825 in x 2.25 in

**The Horovitz family wishes a Happy
4th of July to the neighbors on Shasta Ave!**

Sample Personal Message Banner
Approximately 80 characters maximum

Vertical Half Page Ad
3.825 in x 9.5 in

Insertion Order

Advertiser Name _____

Agency Name (if applicable) _____

Ad Size _____

BW / Color _____

Ad Description _____

Personal Message Ad Text

Material Contact _____

Contact Name _____ Phone # _____

Billing Address _____

Signature _____ Date _____



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Visit our Web site at <http://www.rosewhiteblueparade.org>