

FIESTA FUN

WITH FAMILY AND FRIENDS

Rotary District 5280 Annual Conference



Lake Arrowhead Resort and Spa
Lake Arrowhead | California
Cinco de Mayo Weekend May 4 - 7, 2017

Greg O'Brien | District Governor
2016 - 2017



FIESTA FUN

With Family & Friends

May 4–7 2017 | Lake Arrowhead Resort

Program Book Sponsor Packages and Advertising Opportunities

SPONSORSHIP PACKAGES

- Foundation Sponsor** \$1,500
 - Full-page color ad
 - Banner at event and display board recognition at event entrance
 - Recognition on display board at Major Donor Reception
- Community Service Sponsor** \$1,000
 - Outside back cover full-page color ad (*One only. Check availability.*)
 - Banner at event and display board recognition at event entrance
- International Service Sponsor** \$1,000
 - Inside front cover full-page color ad (*One only. Check availability.*)
 - Banner at event and display board recognition at event entrance
- Vocational Service Sponsor** \$1,000
 - Inside back cover full-page color ad (*One only. Check availability.*)
 - Banner at event and display board recognition at event entrance
- Club Service Sponsor** \$ 800
 - Full-page color ad
 - Banner at event and display board recognition at event entrance

ADVERTISING OPPORTUNITIES

- Full-page color ad** *if full payment received on or before March 15* \$ 500
- Full-page color ad** *if full payment received after March 15* \$ 550
- Half-page color ad** \$ 275
- Quarter-page color ad** \$ 200
- Business Card** \$ 100

PAYMENT

1) Indicate your sponsorship or advertising selection by checking the box next to its description. **2)** Make out a check for the amount due, payable to Rotary District 5280, and **3)** mail with the form below to: Tori Hettinger, Rotary District 5280, 8939 S. Sepulveda Blvd., Suite 210, Los Angeles CA 90045.

NAME	CLUB
COMPANY	BUSINESS CLASSIFICATION
PHONE	EMAIL

DEADLINE FOR PAYMENT AND AD ART: MARCH 31

QUESTIONS?

Contact Olivia Patterson Ryans at 310.946.5454 or at olivia5280@att.net.

AD SPECIFICATIONS

Sizes:



FULL PAGE

8.5" (w) x 11" (h) trim size
 8.75" (w) x 11.25" (h) w/bleed and
 7.875" x 10.375" live area
 or 7.5" (w) x 10" (h) no bleed



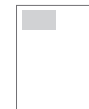
HALF PAGE

7.5" (w) x 4.875" (h)



QUARTER PAGE

3.625" (w) x 4.875" (h)



STANDARD BUSINESS CARD

3.5" (w) x 2" (h)

Other specs:

- Save color ads in the CMYK spectrum, not RGB, Lab, or Index.
- Save black-and-white ads as grayscale.
- Images must be at least 300 pixels per inch (PPI) at 100% of size used in ad.
- Embed or outline all fonts.
- Include crop marks on full-page ads.

Acceptable file formats for ad art:

- PDF X-1a:2001
- Illustrator eps with embedded images
- Photoshop jpeg (maximum quality)

To submit ads:

- Send files 10 MB and smaller to: michael@bearsworth.com.
- Send files larger than 10 MB via Dropbox, Hightail, or other cloud-based service. Email the download link to michael@bearsworth.com.
- In your email, include the sponsor/advertiser's name, contact name, phone, and email.

Need help preparing your ad?

- Phone or text Michael Turner at 818.448.3735 or email him at michael@bearsworth.com.

Minimize your club's cost

for one-page ads in the Conference Program Book

Refer to samples on the attached page.

These full-page ad samples illustrate ad income to your club of \$400–\$800, demonstrating how your club might be responsible for no more than \$100 or banking as much as \$300 *if ad art is submitted on or before March 15.*

Be creative. Mix ad sizes.

Substitute photos for ads if you'd like.

No limit to the number of ad pages your club can purchase!

**It's only \$100 for
a business card ad! Ask:**

- REALTORS®
- Dentists
- Attorneys
- Financial Advisors
- Security Companies
- Business Consultants
- Travel Agencies
- Flower Shops
- Tire Shops
- Restaurants
- Hotels
- Car Dealerships
- Bankers
- Hair and nail salons
- Tailors
- Dry Cleaners
- Secretarial Services
- Printers
- Public Relations Professionals

Ad concepts:

- Club members' businesses, your employer, your employees
- Tributes from your club's board and/or individual members
- List your club's community projects (non-profits, schools, etc.)
- Promote your club's fundraising and/or fellowship events
- Showcase your Interact and/or Rotaract clubs or members
- Local businesses that club members frequent
- Corporations in the community

Questions?



Contact Olivia Patterson Ryans at 310.946.5454 or at olivia5280@att.net.

Need help preparing your club's ad page?

Contact Michael Turner at 818.772.6826 or at michael@bearsworth.com.

Sample full-page ads illustrating a minimum cost to sweet profits for your club

**THE ROTARY CLUB OF HIGH NOON SALUTES
THE ROTARY FOUNDATION ON ITS
CENTENNIAL ANNIVERSARY!**

Rotary  

100 YEARS OF

- FIGHTING POLIO AND OTHER DISEASES · PROVIDING CLEAN WATER ·
- SAVING MOTHERS AND CHILDREN · SUPPORTING EDUCATION ·
- GROWING LOCAL ECONOMIES · PROMOTING PEACE ·
- SUPPORTING STUDENTS AND YOUTH ·
- DEVELOPING LEADERS · AND MORE ·

\$200 Quarter-Page Ad	\$200 Quarter-Page Ad
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MEMBERS OF THE SUNNY SIDE UP CLUB ARE COMMUNITY VOLUNTEERS

\$100 Business Card	\$100 Business Card
\$100 Business Card	\$100 Business Card
\$100 Business Card	\$100 Business Card

**The Petticoat Junction
Rotary Club Salutes
The Rotary Foundation's
Centennial Anniversary**

\$100 Business Card	\$200 Quarter-Page Ad
\$100 Business Card	
\$100 Business Card	
\$100 Business Card	\$200 Quarter-Page Ad

**THE OVER-EASY ROTARY CLUB
SALUTING GOVERNOR GREG
FOR A SUCCESSFUL YEAR!**

\$100 Business Card	\$100 Business Card
\$100 Business Card	\$100 Business Card
\$100 Business Card	\$100 Business Card
\$100 Business Card	\$100 Business Card