



The Rotary Club of Casselberry  
"SERVICE ABOVE SELF"

## 2007 Rotary Club of Casselberry Community Calendar

The Rotary Club of Casselberry is proud to present the 2007 Community Calendar. Every year we prepare a tribute to the arts in central Florida with a calendar that displays world class artists with ties to the Casselberry community. The calendars not only demonstrate support of the arts, but your sponsorship of the calendar will help the Rotary Club of Casselberry perform many community projects and charitable activities. These calendars are printed and distributed in the fall to over 4,500 households in the Casselberry vicinity. A calendar is a great promotional tool for any organization because it is used by people every day throughout the year.

We offer several ad options. The first is the Full Page Ad, either printed full color or simply black and white. These pages will promote you as a major sponsor and are at choice locations: back cover, inside cover or just inside the cover page. Other highly visible ads are Half-Page and Quarter-Page sizes, in either full-color or black and white. Our most popular ads are the 'Banner Ads'. These are Full Color, business-card size ads located at the bottom of each calendar page. You will be viewed every day for a full month with a Banner Ad! Within each calendar page are also the Date Box ads, which are the empty boxes at the beginning and end of each month that allow for a place to show a 'Reminder' -- which is also viewed daily for a whole month! Finally we have budget ads, the traditional black and white business card ads that will allow you to be recognized as a sponsor for only pennies a day.

This year we are introducing a great incentive: a Banner Ad Package that consists of 3 Banner Ads plus 5 Date Box ads for only \$625.00! That is a savings of 25% from the single ad rate. You can strategically place your Banner Ad throughout the year and place Date Box ads in alternating months as 'Reminders' for maximum coverage with a modest budget.

WAIT! There's more savings potential! You can also deduct 10% from the cost of any ad by referring someone who places a comparable ad in the calendar. Bring in 10 people who place an ad, and your ad is free!

We can even help you with your ad layout and design. We have an ad designer that will create your ad, show you a proof, and place your ad for only \$50.00. Save time and show real advertising impact with a professionally created layout at bargain rates.

To order your calendar ad, simply complete the following Ad Confirmation Form, sign your approval, and fax to 407.831.2800. Once your form is received, your ad space will be reserved. Please act quickly as all ads are on a first-served basis. Choice locations go FAST!

We look forward to your sponsorship in the calendar.

Sincerely,

The Rotary Club of Casselberry  
2007 Community Calendar Committee  
Mike Schaffer, Chairman

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*Ad confirmation contact:*  
*Fax # for confirmation:*  
*Phone # for questions/problems:*

Mike Schaffer  
(407) 831-2800  
(407) 221-6293

*Email:* PrintGuy72@Yahoo.com



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Organization name: \_\_\_\_\_ Daytime Phone #: \_\_\_\_\_

Contact name: \_\_\_\_\_ Cell Phone #: \_\_\_\_\_

Address: \_\_\_\_\_ Fax #: \_\_\_\_\_

City: \_\_\_\_\_ Email: \_\_\_\_\_

Zip: \_\_\_\_\_

Referral Contact Name\*\*\*: \_\_\_\_\_ Referral contact PHONE # \_\_\_\_\_

**2007 Community Calendar Advertising Rate Schedule**

<i>Ad Size</i>	<i>Printing</i>	<i>Location</i>	<i>Price</i>	<i>#Ads</i>	<i>Amount</i>
Full Page	Full Color	Back Cover	\$845.00		\$
Full Page	Full Color	Inside Front Cover	\$780.00		\$
Full Page	Full Color	Inside Back Cover	\$750.00		\$
Full Page	Full Color	1st or Last Text Page	\$700.00		\$
Full Page	Full Color	Within Calendar	\$650.00		\$
Full Page	Black	Within Calendar	\$500.00		\$
Half Page	Full Color	Within Calendar	\$450.00		\$
Half Page	Black	Within Calendar	\$325.00		\$
Quarter Page	Full Color	Within Calendar	\$340.00		\$
Quarter Page	Black	Within Calendar	\$225.00		\$
Business Card	Black	Within Calendar	\$70.00		\$
Banner Ad	Full Color	Calendar Pages	\$195.00		\$
Date Box	Full Color	Calendar Pages	\$50.00		\$
Banner Ad Package	Full Color	Calendar Pages	\$625.00		\$
Ad Design **			\$50.00		\$
<b>TOTAL DUE</b>					<b>\$</b>

- \* All ad positions are on "first entry" basis, subject to availability.
- \*\* Any calendar page ad layout prepared by the graphic designer is only \$50.  
A Proof will be provided for approval for any ads prepared by the graphic designer.
- \*\*\* Each Confirmed Ad Referral will save you 10% - Sign someone up and save money!

An invoice will be mailed your address above within the next two weeks.

Include information regarding what you want in your ad. If you have any questions, please call the phone number at the bottom.

**Please reserve my ad in the calendar as noted above.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

PLEASE SIGN AND FAX TO **407.831.2800**

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 Email: PrintGuy72@Yahoo.com