



Fall, 2011

Dear Potential Advertiser,

The Garden Tour Committee, on behalf of the students and staff at David Lubin Elementary School, sincerely ask you to support the East Sacramento Garden Tour. By purchasing ad space in the tour program you will not only present your business' information to 2,000+ families who take the tour, but your investment will pay great dividends in the future for our youth.

Since 1998, the East Sacramento Garden Tour has supported The Parent Teacher Group at David Lubin Elementary School. The Parent Teacher Group pays the salaries of our art teacher, and classroom aides. It also funds the enrichment of students' lives through educational field trips such as the second grade trip to the Yolo County Wetlands, assemblies including Fantasy Theatre performances and visiting authors, and the David Lubin After-School Arts Academy offering classes such as American Sign Language, Chorus, Dance, and Violin to all students.

I am writing to seek your support via your purchase of an advertisement in the 2011 East Sac Garden Tour program. With the education budget cuts we need your support now more than ever. Space is limited and we are giving last year's advertisers priority for the 2011 event. We would appreciate your response by Feb.25, 2011. Space will be reserved only with receipt of payment. To reserve your space please return the attached form with payment to our committee member. **Please contact Kate Colchico at [dockaco@hotmail.com](mailto:dockaco@hotmail.com)** for additional information or to pick up payment.

Thank you,  
The East Sac Garden Tour  
Program Ad Committee

## East Sac Garden Tour Ad Specs

The annual tour, sponsored by the David Lubin Elementary Parent Teacher Group, provides enrichment opportunities for all students.

### ADVERTISING RATES & SIZES FOR OUR GARDEN TOUR PROGRAM

#### Ad Costs

Interior Full Page (4.75" X 6.9375")	B/W: \$250
Interior Half Page (4.75" X 3.375")	B/W: \$150
Business Card (3.5" X 2")	B/W: \$100
First Interior Full Page (4.875" x 7.875")	B/W: \$300
Inside of Front Cover (4.875" x 7.875")	Color: \$350
Inside of Back Cover (4.875" x 7.875")	Color: \$350
Back Cover (5.5" x 8.5" plus 0.125" bleed)	Color: \$400
Center Spread (10.25" x 7.6875")	B/W: \$600

- ✓ Provide one a high-resolution PDF with crop marks. PDF must be at least 300 dpi and 100% of purchased ad size.
- ✓ Email ad **after payment** to [niki@nikidesign.com](mailto:niki@nikidesign.com)
- ✓ If you need your ad formatted, the prices are:

\$15 service charge if you wish us to create or reformat a business card size ad.

\$20 for a quarter page

\$25 for a half page and

\$30 for a full page ad

You will need to provide:

An electronic eps file of logo

A photo at a high resolution (300dpi or better)

Text for the ad in a Word file or email

Your email address so you can approve your ad before going to print.

**\*\*All artwork is due 3/13/10 \*\***

**No ad is reserved until paid in full.** Please pay your sales person at the time of purchase.

*A check should be made payable to:*

**East Sacramento Garden Tour**

If check ***must*** be mailed, send to: Garden Tour Ads

P.O. Box 347

3104 0 Street

Sacramento, CA 95816

For information regarding your ad, please contact Kate Colchico at [www.dokaco@hotmail.com](http://www.dokaco@hotmail.com)