



भारतीय भाषा एवम् सांस्कृतिक शाला, मिनेसोटा  
Established 1979 स्थापना १९७९

“Celebrating and Preserving the Heritage of India in the Heart of America”

### SILC 30<sup>th</sup> Anniversary Event Sponsorship

SPONSORSHIPS	Platinum	Gold	Silver	Bronze
Sponsor Contribution	\$4,000.00	\$2,000.00	\$1,000.00	\$500.00
Number of Sponsorships	1	2	6	10
Sponsor Benefits				
Event Invitations including Dinner	8	4	2	1
Complimentary copies of Souvenir	10 free copies (worth \$150)	4 copies (worth \$60)	2 copies (worth \$30)	1 copy (worth \$15)
Link to your Web site	180 days	90 days	30 days	No
Advertisement in Anniversary Souvenir	<b>Outside Back Cover</b> Full Page Color Ad (Worth \$2500)	<b>Inside Front / Back</b> Full Page Color (Worth \$1500)	<b>Inside Pages</b> ½ Page Color (Worth \$225)	<b>Inside Pages</b> ¼ Page B&W (Worth \$100)
Ad in SILC Newsletter (B&W ads only)	Full Page Ad 2 times (\$500)	½ Page Ad Twice (\$300)	¼ Page Ad Once (\$100)	Biz Card size Once (\$50)
Ad on Program Brochure	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	---
Ad on Email flyers	<b>Yes</b>	<b>Yes</b>	---	---
Ad on tickets	<b>Yes</b>	---	---	---
Banner near Stage	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Recognition During Event	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	---
Sign beside Regn Desk	<b>Yes</b>	<b>Yes</b>	---	---
Banner inside dining area	<b>Yes</b>	---	---	---

### SILC 30<sup>th</sup> Anniversary Souvenir Advertising

Souvenir Only Rates			
Advertisement Type	Location	Color / B&W	Price
<b>Full Page</b>	Outside Back Cover	Color Only	\$2,500
<b>Full Page</b>	Inside Front / Back Cover	Color Only	\$1,500
<b>Full Page</b>	Inside Page	Color / B&W	\$375 / \$250
<b>Half Page</b>	Inside Page	Color / B&W	\$225 / \$150
<b>Quarter Page</b>	Inside Page	Color / B&W	\$150 / \$100
<b>Business Card</b>	Inside Page	Color / B&W	\$75 / \$50

### SILC Newsletter Advertising

SILC Newsletter Only Rates		
Advertisement Type	Location	Rate
<b>Full Page</b>	Inside Pages only	\$250
<b>Half Page</b>	Inside Pages only	\$150
<b>Quarter Page</b>	Inside Pages only	\$100
<b>Business Card</b>	Inside Pages only	\$50
(Newsletter ads are B&W only. Color ads are 50% higher)		

# SILC 30<sup>th</sup> Anniversary Advertisement Form

Name: \_\_\_\_\_

Company/Association: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Advertisement Type Selection:** \_\_\_\_\_

**Yes/No** Camera-ready artwork enclosed **Yes/No** Need typeset for the advertisement.

The Camera-ready artwork is always preferred for accuracy of message. If Camera-ready artwork is not attached, we will create a "Best Wishes Ad" with your name and address as it appears above.

- Camera-ready copy and artwork for advertisement must be received by **Apr 25<sup>th</sup> 2009**.
- We are not responsible for advertisement (copy/art) accuracy if Camera-ready artwork is not provided.
- All copy is subject to Souvenir Publication Committee approval.
- Payment must be made in full when advertisement is placed.
- Please send your advertisements to mail address.

Total Amount Enclosed: \$ \_\_\_\_\_

Please make check payable to **SILC** with note in memo stating **30<sup>th</sup> Anniversary Souvenir Ad**

**Mail to: Raj Menon, 804 Leisure Lane, Burnsville, MN 55337 Phone: 952-890-7909**

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

## **Mechanical Requirements for File Formats**

All files should be PC compatible. All ads must be submitted electronically (disk, CD, e-mail). Please do not fax any copies for any ads. Ads must be supplied in one of the following:

- 1. PDF** (Acrobat Portable Document format): This is our preferred digital copy format. If outputting to PDF, ensure all fonts and images are embedded. All photos shall be sent in JPG format.
- 2. Microsoft Word files** will be accepted.

The longest side of the image shall be 1024 pixels if you are sending as an attachment by e-mail. If it does not fit that dimension, burn the ad with the photo on to a CD and mail to mail address. Do not copy and paste photos on to the e-mail. You may send any written articles as word files on a CD at mail address or by word file to the e-mail:  
rklr\_menon@yahoo.com

In order to allow for appropriate margins the ad dimension shall be as follows:

- One full page: 7" wide x 9½" long • One fourth page: 3" wide x 4½" long
- One half page: 7" wide x 4½" long • Business card: 2" wide x 3 ½" long

All souvenir ads will be printed on heavier weight glossy paper. The color ads will be printed using four color process.