

PROGRAM ADS

This committee is responsible for obtaining camera-ready ads for the Annual Regional Conference program booklet from councils, clubs, individual members, businesses and other community organizations. Begin your activities early in the term.

1. Review “General Duties of all Committee Chairmen” and Conference Organizational Chart.
2. Seek members from each council to help bring in ads from local areas.
3. The cost of ads will be \$15.00 for 1/8 page, \$25.00 for ¼ page, \$50.00 for ½ page and \$100.00 for a full page.
4. A patron’s list will be included for the benefit of those who cannot submit a full ad. The rate will be \$3.00 per name listed.
5. Ads should be formatted and graphic ready for insertion into the program booklet.
6. The layout and final editorial veto over ad, rests with the regional board.
7. Information should be sent to all clubs either by notice in newsletter or individual letter to each club.
8. Use ad format on next page when submitting information to the Sierra Pacific Waves and council presidents.

NOTE: Program ads are a MAJOR source of revenue for the Regional Conference as well as for the printing of the conference program itself. The quantity of revenue they bring will determine how many of the desirable extras may be added to the conference without increasing fees to the membership directly. It is, then, most important that a concerted effort be made to solicit as many ads as possible.

FULL PAGE – 10 X 7 -- \$100.00

HALF PAGE – 5 X 7 -- \$50.00

QUARTER PAGE – 3 ½ X 5 -- \$25.00

EIGHTH PAGE – 2 X 3 ½ -- \$15.00

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