

PROGRAM ADVERTISING RATES

Make a BIG impression with an Awards Gala Program Ad!

Your advertisement will appear in the color program (2,000 printed) which is distributed to every paid guest, sponsor, volunteer and members of the media. Your ad will also appear on the four large video screens during the dinner at the Gala. The entire Gala Program will be published online for one year on the Steve Chase website and Desert AIDS Project social networking pages. All Steve Chase Gala Program advertisers will be acknowledged for two weeks in the month of January, 2012 on Desert AIDS Project's electronic street sign (Corner of Vista Chino and Sunrise). Daily traffic counts at that intersection exceed 23,000 cars per day.

SUBMISSION GUIDELINES

PLEASE FAX COMPLETED FORM TO 760.778.0320

Ads should be sent at no less than 300 dpi in PDF, JPEG, or TIF formats only. Please provide electronic artwork on disc or via email. Graphic design services are available upon request for a nominal charge of \$150 per ad.

Paid Advertisers send to:

THE JONES AGENCY
 Attn: Ashley Heidbrink
 303 N. Indian Canyon Drive
 Palm Springs, CA 92262
 760.325.1437 ext. 312
 760.778.0320 fax
 Ashley.Heidbrink@JonesAgency.com

Sponsor & Donor ads send to:

DESERT AIDS PROJECT
 Attn: JP Allen
 1695 N. Sunrise Way
 Palm Springs, CA 92262
 760.969.5743
 JAllen@DesertAIDSProject.org

Full Page Bleed Bleed: 5.75" x 8.75" Trim: 5.5" x 8.5" Live Area: 5" x 8" \$1,000	Full Page (No Bleed) Size: 5" x 8" \$1,000	Half Page Size: 5" x 3.75" \$500	Size: 3.5" x 2" Business Card Ad \$250
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Two Page Spread Available for \$1,800

Confirm your reservation early and enjoy immediate media exposure. Program ads are posted on the Steve Chase Awards Gala website as they are received.

Advertising Deadline is December 15, 2011.

COMPLETE YOUR BILLING INFORMATION

FIRST NAME: _____

LAST NAME: _____

ORGANIZATION: _____

ADDRESS: _____ SUITE _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

E-MAIL _____

CREDIT CARD# _____ EXPIRES _____

VISA MASTERCARD AMEX DISCOVER

Artwork will be sent via email

Artwork will be sent via mail on CD no later than December 15, 2011

Please contact me regarding payment information

Authorized by: **X** _____

Disclaimer: Desert AIDS Project reserves the right to refuse to print and/or display any advertisement. In the event of any error, the advertiser agrees the maximum liability of D.A.P shall not exceed the cost of the advertisement.