

Dear Prospective Advertiser:

Thank you for supporting this year's **Jeffrey Fashion Cares**.

As you may know, our beneficiaries are the **Atlanta AIDS Fund**, which funds HIV/AIDS projects in the metropolitan area and **Susan G. Komen Greater Atlanta** which provides grants to grassroots organizations fighting breast cancer. With your help, we are confident that we can meet our fundraising goal for the event.

From our research, **Jeffrey Fashion Cares** appears, financially, to be among the largest 3rd party events in all of Atlanta's philanthropic endeavors. Because we work so hard to have a small "overhead" for such a grand event – last year just under **\$.90 of every dollar went directly to the charities** – because of people like you!

We are expecting **Jeffrey Fashion Cares**, our **24th Anniversary**, to be the most successful ever. We would love to have your participation. You can expect new and exciting announcements to follow, as we have some great things in the works! If you have never been able to attend the event, to get a glimpse, check out our website, www.jeffreyfashioncares.com.

Thank you once again and we hope to have you be a part of this year's event!

Sincerely,



Lila Hertz
Event Co-Chair



Jeffrey McQuithy
Event Co-Chair



Louise Sams
Event Co-Chair

Local Advertising Rates

2-Page Spread (12"w x 7.5"h)	\$5,000
Full Page (6"w x 7.5"h)	\$2,500
Half Page (6"w x 3.625"h)	\$1,250
Quarter Page (3"w x 3.625")	\$625



Advertising Agreement

By remitting the information below, you have the authority to execute this agreement on behalf of _____, which authorizes Jeffrey Fashion Cares to publish advertising in its Patron Program as outlined below. (company name)

Remit this form, ad proof and ad digital files along with your check payable to **Jeffrey Fashion Cares** (or pay via credit card on our website at <http://tickets.jeffreyfashioncares.com>) to:

Jeffrey Fashion Cares
c/o Lila Hertz
3500 Peachtree Road, NE, Suite A-Three
Atlanta, GA 30326
404.420.2997
404.420.2832 Fax
lila@jeffreyfashioncares.com

Contact Name: _____
Designer/Art Contact: _____
Phone #: _____
E-mail: _____
Company Name: _____
Company Address: _____

Credit Card: Amex MasterCard Visa
Credit Card #: _____
Expiration Date: _____
Name: _____

Ad Copy Deadline:
Friday, July 22, 2016
No exceptions will be able to be made

Ad Size:
 2 page Spread Full Page
 1/2 Page 1/4 Page

Applications
PDF Files Only
Postscript Level 1 PDF
Resolution 300 dpi
No other formats can be accepted

Fonts & Images
Embed all images
Images must be EPS or TIF, no JPEGS
Embed both screen & printer fonts in PDF

Proof must be supplied at 100%
.5" RULED frame MAY be placed on ads
All ads should be in black and white.
(cover, back cover and inside covers excepted)

If you would like additional event information and/or ticket information please visit our website www.jeffreyfashioncares.com or call 404.420.2997. Thank you for your support!