



May 17, 2011

Dear Prospective Advertiser,

Preparations are well under way for our 65th Anniversary Pacific Northwest Scottish Highland Games and Clan Gathering to be held July 30 and 31, 2011 at the Expo Center (formerly The King County Fairgrounds) in Enumclaw, Washington. This event, the sixth oldest Highland Games in the US and the largest in Washington state, features Highland dancing, piping, drumming, pipe band competitions, and Scottish Athletic events. Also, the Avenue of the Clans and the Glen of the Clans will be showcasing various Clans, Societies and vendors. The vendors will be marketing clothing and other goods from the British Isles. In addition to the hundreds of competitors who will take part in our Games, we anticipate well over 30,000 spectators from the US, Canada and other parts of the world to visit and enjoy a "wee bit of Scotland" in the Pacific Northwest.

An important part of our Games each year is our Souvenir Program. The format will be 8 1/2" by 10 1/2". As in the past, the program is printed on newsprint and distributed free of charge to all attendees and competitors. Just imagine, you will reach thousands of potential customers with your advertising dollars! Also, this program is a valuable keepsake containing a complete guide to all of our Games events as well as photographs, articles of historical and cultural interest and, of course, advertisements. Research shows that our Souvenir Program is kept as a constant reference over the entire year rather than discarded after the event. Thus the Program will be a continual reminder to others of your services.

We cordially invite you to become an important part of our Games by placing an advertisement in our 2011 Souvenir Program. All ads must be camera-ready and must be received by **July 1, 2011**. As an advertiser, you will receive a complimentary copy of our 2011 Souvenir Program.

Enclosed are advertising rates and format specifications. Won't you take a few minutes to decide how advertising in our Souvenir Program can best serve your needs? Do not delay. Deadlines have a way of approaching much too quickly. Feel free to contact me if you have any questions or concerns.

The Seattle Scottish Highland Games Association looks forward to your participation in our 65th Anniversary Pacific Northwest Scottish Highland Games and Clan Gathering.

Thank you,

Nancy Johnson

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Advertising Coordinator

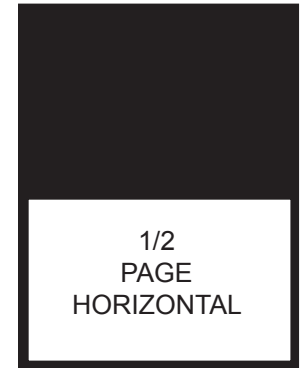
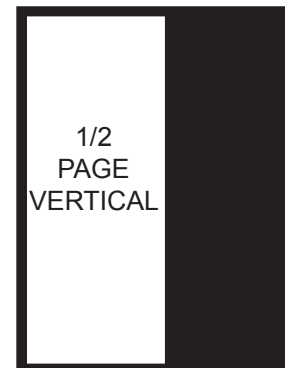
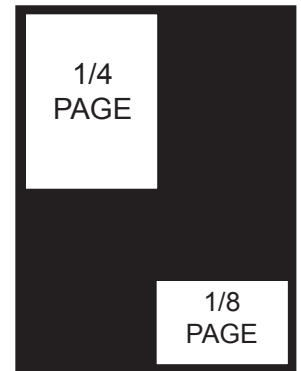
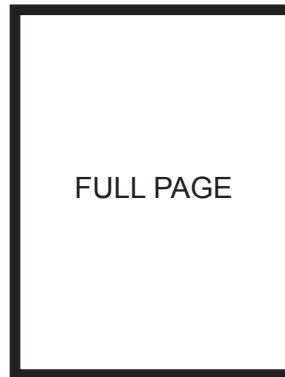
311 Washington Blvd.

Algona, Washington 98001 USA

souvenirprog@sshga.org

PACIFIC NORTHWEST SCOTTISH HIGHLAND GAMES SOUVENIR PROGRAM B&W & COLOR ADVERTISING RATES AND SPECIFICATIONS

Size/Configuration	Width	Height	Rate
Full Inside Cover Pg Color *	7 1/4"	9 1/2"	\$600
Full Inside Cover Pg B&W	7 1/4"	9 1/2"	\$460
Full Inner Pg Color *	7 1/4"	9 1/2"	\$500
Full Inner Page B&W	7 1/4"	9 1/2"	\$380
1/2 Page Horizontal Color *	7 1/4"	4 1/2"	\$280
1/2 Page Horizontal B&W	7 1/4"	4 1/2"	\$220
1/2 Page Vertical Color *	3 1/2"	9 1/2"	\$280
1/2 Page Vertical B&W	3 1/2"	9 1/2"	\$220
1/4 Page B&W Only	3 1/2"	4 1/2"	\$130
1/8 Page B&W Only	3 1/2"	2 1/4"	\$75



* Color pages limited. Call Nancy for availability and to reserve.

Payment and Ad Materials Deadline

• July 1, 2011

Ad Submission

Please submit your ads via email to souvenirprog@sshga.org or on disk to the address listed below. The SSHGA strives to reproduce your ad to industry quality standards. Advertiser, agency or designer is responsible for the resolution and qual-

Preferred Ad Format

- PDF (press quality)

Preferred file formats are **press-quality PDFS** created from a postscript file. If PDF is inconsistent with ad specifications, the ad will be returned for modification

Alternate Ad Formats

- EPS
- TIFF

SSHGA will accept TIFF and EPS files. All type must be converted to curves. **SSHGA will not accept ads created in WORD, Publisher or Corel.**

Payment due at time of ad submission – No Refunds

- Check or US Money Order
- Credit Cards accepted through our web site at www.sshga.org

Business/Organization: _____

Contact Person: _____ Day Phone: _____

Address: _____ Evening Phone: _____

City: _____ State/Province: _____ ZIP/Postal: _____

Ad Size: _____ Price: _____ No Refunds

Special Requirements: _____

Option 1: Mail this form along with your ad on disk and payment (payable to the SSHGA) to:
Nancy Johnson
Advertising Coordinator
311 Washington Blvd.
Algona, Washington 98001 USA

Option 2: Submit ad via email. Fill out form on-line at www.sshga.org and pay by credit card OR mail this form along with your payment (payable to the SSHGA) to the address listed in Option 1.

souvenirprog@sshga.org