



April 8, 2016

Dear Advertiser,

Preparations are well under way for the 70th Annual Pacific Northwest Scottish Highland Games and Clan Gathering to be held July 29, 30, and 31, 2016 at the Expo Center in Enumclaw, Washington. These Games, the sixth oldest in the USA and the largest in northwestern USA, features Highland dancing, piping, drumming, pipe band competitions, and Scottish Athletics 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 that upwards of 30,000 spectators from the USA, Canada and other parts of the world will visit and enjoy a "wee bit of Scotland" here in the Pacific Northwest.

As a previous year Advertiser, you know that an important part of our Games each year is our Souvenir Program. As in the past, the program is printed on newsprint and distributed free of charge to all attendees and competitors. Once again, you will reach thousands of potential customers with your advertising dollars! In addition, 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 has shown that our Souvenir Program is kept as a constant reference rather than being discarded after the event, thus becoming a continual reminder to others of your services.

We cordially invite you to once again become an important part of our Games by placing an advertisement in our Souvenir Program. The format is 8 1/2" x 10 1/2". All ad art must be camera-ready and must be received by **June 11, 2016**. As an advertiser, you will receive a complimentary copy of our Souvenir Program a few weeks after the Games.

Enclosed are advertising rates and format specifications. Take a few minutes to decide how advertising in our Souvenir Program will best serve your needs. Do not delay as 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 thanks you for placing an ad last year and looks forward to your participation in our 70th Annual Pacific Northwest Scottish Highland Games and Clan Gathering.

Thank you,

Nancy Johnson

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Advertising Coordinator

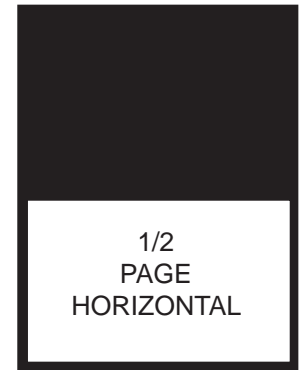
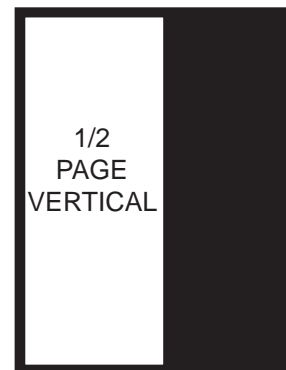
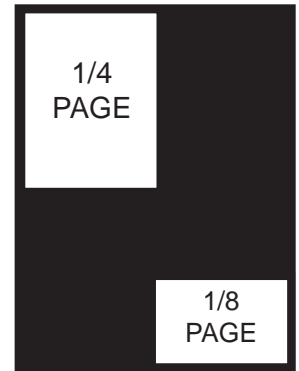
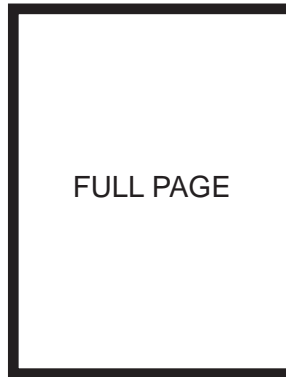
311 Washington Blvd.

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. Email us for availability and to reserve.

Payment and Ad Materials Deadline

• **June 11, 2016**

Ad Submission

Please submit your ad art via email to souvenirprog@sshga.org or on a memory card, disc, or thumb drive 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 quality of images, font reproduction, and/or typographical errors.

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 or 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.**

Files should be between 150 and 300 dpi.

Payment due at time of ad submission – No Refunds

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

Business/Organization: _____

Contact Person: _____ Day Phone: _____

Address: _____ Evening Phone: _____

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

Ad Size: _____ Price: _____ No Refunds

Special Requirements: _____

Option 1: (preferred)

Submit your ad art via email. Fill out the form on-line at www.sshga.org and pay by credit card.

souvenirprog@sshga.org

Option 2: Mail this form along with your ad on disk and payment (payable to the SSHGA) to:

Nancy Johnson
Advertising Coordinator
311 Washington Blvd.
Albion, Washington 98001 USA