



May 9, 2023

Dear Prospective Advertiser,

Preparations are well under way for our 76th Annual Pacific Northwest Scottish Highland Games and Clan Gathering to be held July 21, 22, and 23, 2023 at the Enumclaw Expo Center 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 20,000 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 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 2023 Souvenir Program. All ads must be camera-ready and must be received by **June 23, 2023**. As an advertiser, you will receive a complimentary copy of our 2023 Souvenir Program.

Advertising rates and format specifications are on page 2. 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.

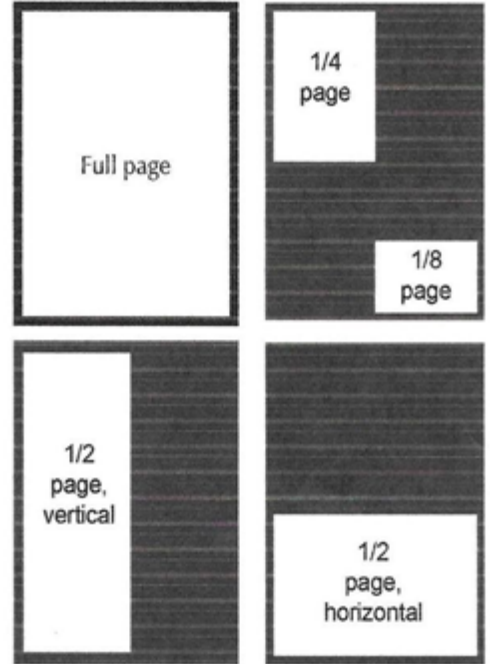
The Seattle Scottish Highland Games Association looks forward to your participation in our 76th Annual Pacific Northwest Scottish Highland Games and Clan Gathering.

Thank you,
Gail Mathieson
Gail Mathieson

**76th ANNUAL PACIFIC NORTHWEST
HIGHLAND GAMES & CLAN GATHERING**

B/W and COLOR ADVERTISING RATES AND SPECIFICATIONS

Size/Configuration	Width x Height	Color B/W	Rate
Full page, inside front or back cover	7-1/4" x 9-1/2"	Color only	\$650
Full page, inner	7-1/4" x 9-1/2"	Color	\$520
		B/W	\$400
½ page, vertical	3-1/2" x 9-1/2"	Color	\$300
		B/W	\$240
½ page, horizontal	7-1/4" x 4-1/2"	Color	\$300
		B/W	\$240
¼ page	3-1/2" x 4-1/2"	B/W Only	\$150
1/8 page	3-1/2" x 2-1/4"	B/W Only	\$85



Format—PDF (press quality) at 300 dpi. If the PDF is inconsistent with ad specifications, the ad will be returned for modification.

Ad Submission—Deadline: **June 23, 2023**

- Please submit your ads via email to souvenirprog@sshga.org
- Payment due at time of ad submission; no refunds.
- Check or US money order made payable to SSHGA. Send to:
Gail Mathieson, PO Box 92, Gold Bar, WA 98251
- Credit cards accepted through Eventbrite

Questions? Email souvenirprog@sshga.org

Business/Organization _____

Contact Person _____ Day Phone _____

Address _____ Evening Phone _____

City _____ State/Province _____ ZIP/Postal Code _____

Ad Size _____ Price _____ No Refunds

Option 1: Mail this form along with your ad and payment (payable to SSHGA) to:
Gail Mathieson, PO Box 92, Gold Bar, WA 98251

Option 2: Submit ad via email to souvenirprog@sshga.org Fill out form online at:
<https://www.eventbrite.com/e/628293060457> and pay by credit card.