

THE SOLDIER ON AWARD

HONORING ADMIRAL MIKE MULLEN

OCTOBER 29, 2009 • THE LOG CABIN • HOLYOKE, MASSACHUSETTS

TRIBUTE BOOK ADVERTISING OPPORTUNITIES

On October 29, 2009, Soldier On will hold a dinner at the Log Cabin in Holyoke, Massachusetts to honor Admiral Mike Mullen, Chairman of the Joint Chiefs of Staff.

Admiral Mullen, the highest ranking officer in the United States Armed Forces, will be on hand to receive the prestigious Soldier On Award in recognition of his efforts to end veteran homelessness. The honorary committee for the event includes 32 Members of Congress representing all six New England states.

The tribute book distributed to attendees at the dinner will commemorate the event and offer a message of thanks to Admiral Mullen.

To learn more about tribute book advertising opportunities, or to reserve space, contact Gainer O'Brien at 413-533-7045 or gainer@darbyobrien.com.

RATES

Full Page/Full Color - **\$4,000**

Full Page/Black and White - **\$3,500**

1/2 Page/Full Color - **\$2,300**

1/2 Page/Black and White - **\$1,800**

1/4 Page/Color or Black and White - **\$950**

CONTACTS

For ad placement:
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gainer@darbyobrien.com
413-533-7045

Final art:
Stephen Oparowski
stephen@darbyobrien.com
413-533-7045



FULL PAGE
WITH BLEED:
Trim: 8.5" x 11"
Safe Area: 8" x 10.5"
.25" Bleed all around

WITHOUT BLEED:
8" x 10.5"



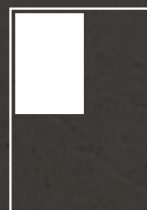
HALF PAGE HORIZONTAL
WITH BLEED:
Trim: 8.5" x 5.375"
Safe Area: 8" x 4.875"
.25" Bleed all around

WITHOUT BLEED:
8" x 5.125"



HALF PAGE VERTICAL
WITH BLEED:
Trim: 4.125" x 11"
Safe Area: 3.625" x 10.5"
.25" Bleed all around

WITHOUT BLEED:
3.875" x 10.5"



QUARTER PAGE
WITH BLEED:
Trim: 4.125" x 5.375"
Safe Area: 3.625" x 4.875"
.25" Bleed all around

WITHOUT BLEED:
3.875" x 5.125"

SPECIFICATIONS

File formats accepted:
.pdf (preferred),
.tif, .eps, .jpg
Art must be 300dpi
and set up for
CMYK printing.

DEADLINES

Space reservation:
September 28, 2009

Art submission:
October 5, 2009

