

ALPHA PHI ALPHA FRATERNITY, INC.®

EASTERN REGION
P.O. Box 43053
Pittsburgh, PA 15204
www.AlphaEast7.com



Herman "Skip" Mason, Jr.
General President

William Douglass Lyle
Executive Director

Sean L. McCaskill
Eastern Region Vice President

Christopher Alexander
Eastern Region Assistant Vice President

Souvenir Journal & Program Booklet Agreement (Alpha Phi Alpha Chapters Only)

In celebration of the 80th Annual Eastern Region Convention, a commemorative souvenir journal will be distributed to all registrants. Please note that ALL ads should conform to the specifications below and **must be received by February 29, 2012**. Chapters within Alpha Phi Alpha Fraternity, Inc. receive a discount off the premium charged to corporations and businesses wishing to advertise within the Souvenir Journal.

Digital Media Requirements

Advertisers or sponsors must furnish digital versions of their ads with the appropriate size settings as listed below, and in the following formats **ONLY**: Adobe Acrobat (PDF) or Adobe Illustrator or Macromedia Freehand (saved as an EPS file ONLY). All images are recommended to be scanned at 300 dpi. All FONTS and IMAGES must be included in the above formats. Should any ad not conform accordingly, the Eastern Region reserves the right to alter the advertiser or sponsor ad to comply.

Ads may be forwarded via **e-mail** to the following address: Brian.Cook@alphaeast7.com. To ensure the ad is recognized, please place in the subject line: Eastern Region Convention Ad. Alternatively, your ad can be mailed to: **Alpha Phi Alpha Fraternity, Inc. – Eastern Region, ATTN: Brother Brian Cook, P.O. Box 43053, Pittsburgh, PA 15204**. Please note, if you choose to e-mail your ad, your payment **MUST** be mailed or completed on-line by the above ad deadline, with an e-mail containing the order number or date mailed forwarded to Brian.Cook@alphaeast7.com.

Deadline

All ads **must be received by February 29, 2012**. Submitted materials become the property of Alpha Phi Alpha Fraternity, Inc. – Eastern Region. The Eastern Region Executive Officers reserve the right to refuse any ad.

QUANTITY	PURCHASE TYPE	DIMENSIONS	UNIT COST(S)	AMOUNT
	Souvenir Journal Ad – Back Cover	8 ½" x 11"	\$750.00	
	Souvenir Journal Ad – Inside Covers	8 ½" x 11"	\$500.00	
	Souvenir Journal Ad – Full Page Color	7 ½" x 10"	\$200.00	
	Souvenir Journal Ad – Full Page B/W	7 ½" x 10"	\$100.00	
	Souvenir Journal Ad – Half Page Color [Horizontal]	7 ½" x 4 ½"	\$150.00	
	Souvenir Journal Ad – Half Page B/W [Horizontal]	7 ½" x 4 ½"	\$75.00	
	Souvenir Journal Ad – Quarter Page B/W	3 ¼" x 4 ½"	\$50.00	
	Souvenir Journal Ad – Business Card B/W	1/8 Page	\$35.00	
TOTAL				

Company Name:		
City:	State:	Zip:
Consented and agreed to by (print name):		
AUTHORIZING SIGNATURE (MUST MATCH NAME PRINTED ABOVE):		Date Authorized:

Preferred method of payment is online via AlphaEast.com

Make checks or money orders payable to:
Alpha Phi Alpha Fraternity, Inc. – Eastern Region

Founders

Henry A. Callis Charles H. Chapman Eugene K. Jones George B. Kelley Nathaniel A. Murray Robert H. Ogle Vertner W. Tandy