**Souvenir Journal Agreement**

In celebration of the 85th Anniversary Eastern Region Convention of Alpha Phi Alpha Fraternity, Inc., a commemorative souvenir journal will be distributed to all registrants. For additional information on the 85th Anniversary Eastern Region Convention please visit [www.convention.alphaeast.com](http://www.convention.alphaeast.com). Please note that ALL ads should conform to the specifications below and **must be received by February 28, 2017**.

**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 submitted via **e-mail** to Ramon Peralta at dircommunications@alphaeast.com. To ensure the ad is recognized, please place in the subject line: Souvenir Journal Ad. Alternatively, your ad and payment can be mailed to: **Alpha Phi Alpha Fraternity, Inc. – Eastern Region, P.O. Box 325, Amityville, NY 11701.**

Please note, if you choose to e-mail your ad, your payment MUST be mailed or completed on-line at [www.AlphaEvents.org](http://www.AlphaEvents.org) by **February 28, 2017**, with an e-mail containing the order number or date mailed forwarded to Ramon Peralta at dircommunications@alphaeast.com.

**Deadline**

All ads **must be received by February 28, 2017**. 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.

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| --- | --- | --- | --- | --- |
| **QUANTITY** | **PURCHASE TYPE** | **DIMENSIONS** | **UNIT COST(S)** | **AMOUNT** |
|  | Souvenir Journal Ad – **Back Cover** | 8 ½” x 11” | $1,500.00 |  |
|  | Souvenir Journal Ad – **Inside Covers** | 8 ½” x 11” | $1,000.00 |  |
|  | Souvenir Journal Ad – **Full Page Color** | 7 ½” x 10” | $500.00 |  |
|  | Souvenir Journal Ad – **Full Page B/W** | 7 ½” x 10” | $200.00 |  |
|  | Souvenir Journal Ad – **Half Page [Horizontal]** | 7 ½” x 4 ½” | $150.00 |  |
|  | Souvenir Journal Ad – **Quarter Page** | 3 ¼” x 4 ½” | $100.00 |  |
| **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 www.alphaevents.org**

Make checks or money orders payable to:

**Alpha Phi Alpha Fraternity, Inc. – Eastern Region**