



FANFARE!

The Official Event Program
of The Summerlin Council Patriotic Parade



Program Ad Specifications

Ad Submittal Deadline: May 31, 2019

Show your parade support by advertising in Fanfare, the official event program of The Summerlin Council Patriotic Parade.

Distributed directly to a targeted market of more than 30,000 Summerlin households as an insert in July Summerlines and V.I.P. parade attendees, **Fanfare** serves as the "information go-to" for all things parade. Proceeds assist in off-setting production costs and help deliver the parade's infamous "dazzling display." So don't miss out on this advertising opportunity – become a part of the Patriotic Parade's official "Fan Club" today!

About Summerlin's Demographics

Summerlin is a 22,500-acre master-planned community home to more than 100,000 residents who boast an average annual income in excess of \$135,000. Nearly 75-percent of adult residents have college degrees; 37-percent have attended graduate school. The average head of household age range is 35-44 years, and the majority of residents (33 percent) have children living at home. There isn't another master-planned community in Southern Nevada with stronger demographics than Summerlin, delivering an ideal captive audience to promote your business.

AD SIZES AND FEES*

*Space is limited and available on a first-come, first-serve basis

- \$1,000 Fanfare Supporter**
 - 1/2 page display ad space placed in the event program for your organization's message and compliments (Size: 7.5" x 5")
- \$750 Fanfare Supporter**
 - 1/4 page display ad space placed in the event program for your organization's message and compliments (Size: 3 5/8" X 5")
- \$500 Fanfare Supporter**
 - 1/8 page display ad space placed in the event program for your organization's message and compliments (Size: 3 5/8" x 2.75")
- \$250 Fanfare Supporter**
 - Name and logo displayed in the event program's "Fan Club" space identifying your organization as a parade supporter (Size: 1.75" x 1.125")

AD SPECIFICATIONS

- Please submit your ad digitally in high resolution four-color as a JPEG or PDF format (300 dpi).
- For more information or help preparing your electronic file, contact Kelly Cawood at kelly.cawood@summerlincouncil.com or 702.341.5500.

AD SUBMISSION

Please Email all digital ads and direct all questions and ad specifications to:

Kelly Cawood

kelly.cawood@summerlincouncil.com

Phone: 702.341.5500



ADVERTISING AGREEMENT

Please complete the following information and send this form along with your ad payment

Advertiser's Name _____

Contact Person _____

Address _____ City _____ State _____ Zip _____

Daytime Phone _____ Fax _____ E-Mail _____

Type of Business _____

TERMS AND CONDITIONS

My four-color ad is being sent electronically in the following format:
 PDF JPEG

-or-

I wish for my advertisement to be designed with the following copy:

By my signature, I accept the terms and conditions of placing an advertisement with The Summerlin Council. I understand that The Summerlin Council reserves the right to refuse any ad not deemed acceptable in nature or layout and that the ad publication is subject to space availability. I understand that The Summerlin Council may limit the number of companies submitting ads for the same service or merchandise, and determines placement of all ads. I understand that my digital ad must be submitted in 300 dpi or more and if not, The Summerlin Council is not responsible for the final outcome of the ad. I understand that The Summerlin Council accepts no liability for the content of ads or errors therein, and acceptance of an ad does not constitute approval or endorsement by The Summerlin Council.

Advertiser Signature _____ The Summerlin Council _____

Date _____ Date _____

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