



# Traffic Club of Philadelphia 109th Annual Dinner Sponsorship Benefits and Pricing Guide

## **PLATINUM — \$3,000 (3 AVAILABLE)**

- Full-page color ad in program book: Placement left or right of center spread, or back cover (first submitted, first choice)
- Table of Ten
- (1) Senior Management Seating at Head Table
- Company Banner Display in Ballroom

## **DIAMOND — \$2,600 (2 AVAILABLE)**

- Full-page color ad in program book: Placement inside front or inside back cover (first submitted, first choice)
- Table of Ten
- (1) Senior Management Seating at Head Table
- Company Banner Display in Ballroom

## **GOLD — \$2,300**

- Full-page color ad
- Table of Ten
- (1) Senior Management Seating at Head Table
- Company Banner Display in Ballroom

## **SILVER — \$2,000**

- Half-page color ad
- Table of Ten
- Company Banner Display in Ballroom

## **BRONZE — \$1,500**

- Half-page color ad
- Table of Five
- Company Banner Display in Ballroom

## **PEWTER — \$1,200**

- Half-page color ad
- Table of Three
- Company Banner Display in Ballroom

### **A LA CARTE ADVERTISING**

Full-page color ad (5 x 8): \$1,000

Half-page color ad (5 x 3.75): \$550

Business card ad (3.5 x 2): \$275

*(See attached sheet for ad requirements)*

### **ADDITIONAL SPONSORSHIP OPTIONS**

Emcee Sponsor — \$1,000

General Reception Sponsor — \$2,000

President's Reception Sponsor — \$1,000

**RSVP by Thursday, January 5 for Sponsorships.** Ads are due Tuesday, January 10.  
Banners must be delivered to the event location no later than Monday, January 23.



# Traffic Club of Philadelphia 109th Annual Dinner Program Book Ad Specifications\*

Sizes are listed to the right.

**Please provide all ads as print-ready PDF files.**

PDF Requirements:

- PDF must be saved as Press Quality
- PDF must be cropped to correct ad size: No bleeds
- All fonts must be embedded in PDF file
- Output resolution of all images must be at least 200 dpi
- All colors must be CMYK - No Pantone or RGB colors

If a PDF is not available, other acceptable formats are:

- Hi-res JPG, PNG or TIFF file
- Output must be at least 300 dpi at 100%
- Files must be cropped to correct ad size: No bleeds
- All fonts must be outlined/rasterized
- All colors must be CMYK - No Pantone or RGB colors

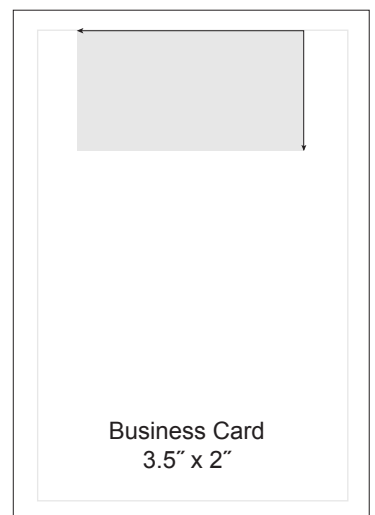
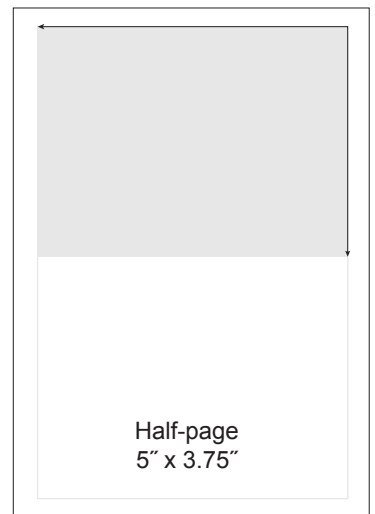
## SEND AD MATERIALS TO:

Please email ad materials to Lauren Dunoff at [iviewdesign@aol.com](mailto:iviewdesign@aol.com).

## AD CREATION SERVICES

If you need to have an ad produced, there will be an additional charge of \$150 per ad. Please contact Lauren Dunoff at I-view Design, [iviewdesign@aol.com](mailto:iviewdesign@aol.com), with questions/information prior to Jan. 5.

**\*PLEASE NOTE:** Ad files that do not meet the above specifications are subject to additional charges. If your ad requires adjustments, you will be notified prior to any adjustments being made. Changes made by the publication are billed at a rate of \$75 per hour.



Deadline for ad submittal:  
**January 10, 2017**