

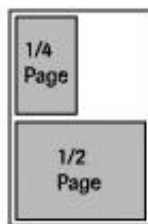


**ASPHALT GREEN
THE BIG SWIM MEET**
April 24, 2010

Journal Ad Reservation Form

The Big Swim Journals are distributed at the Big Swim Meet and to the Asphalt Green community. Get your message out to more than 3,000 visitors to Asphalt Green during the event and some of our 1,000 visitors who use the facility daily.

To make it easier for you to place an ad, Asphalt Green's design team can take the photo and help you layout the ad. We have four photo days scheduled to take your child's photo. And then you can pick an ad size and include your own headline and copy. **This offer only applies to full-page and half-page ads.** And these ads need to follow the attached template designs.



- | | | |
|--------------------------|---|--------------|
| <input type="checkbox"/> | Full Page Color (5.5 x 8.5) | \$800 |
| <input type="checkbox"/> | Full Page (5.5 x 8.5) | \$500 |
| <input type="checkbox"/> | Half Page (5.5 x 4.125) | \$300 |
| <input type="checkbox"/> | Quarter Page (2.625 x 4.125)
<i>(text only)</i> | \$175 |

See Reverse Side for Actual Template Sizes

Reservation and artwork are due by March 18, 2010

Ads need to be text or camera ready in a .tif or .jpeg file of at least 300dpi.

Color ads must be CMYK only. Email files to ctrevor@asphaltgreen.org.

Name/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email address: _____

___ Check Enclosed

___ AMEX/ MC/ Visa # _____ Exp. Date: _____

Name on Card: _____

Please return this form to Cynthia Trevor at Asphalt Green, 555 East 90th Street, New York, NY 10128

Phone: 646.981.2232, Fax: 212.722.1701, Email: ctrevor@asphaltgreen.org

Yes, I want to get my child's picture taken and have Asphalt Green layout my ad!

Please schedule me for the following photo session (select one):

- Saturday, February 20 – 10:00am-1:00pm (Pool Deck)
- Tuesday, February 23 – 4:30pm-6:30pm (Pool Deck)
- Thursday, February 25 – 9:30am-11:30am (Pool Deck)
- Saturday, February 27 – 10:00am-1:00pm (Murphy Center)

Photos will be taken by on a first-come, first-served basis during the session. We will select the best photo and use that for the ad.

This ad is tax deductible.