

# Send Fred a Special Message!

## Join Actors and Others for Animals in Toasting Fred Willard by placing an ad in the Souvenir Journal

A special commemorative program will be presented to all guests as a remembrance of the day. It is filled with information about our organization, the care and protection of animals in general, poignant tributes and photographs of loving companions, product and service advertisements and much more. It is distributed to over 600 attendees from the humane, business and entertainment communities and will truly be a keepsake for all animal lovers and Fred Willard fans!

This year we are honored to have Fred Willard as our "Celebrity Toast" honoree, and want to extend a personal invitation to you to participate in this year's event by:

- Sending Fred a special message
- Celebrate your appreciation for an animal companion in words, pictures or both
- Thank a special person
- Honor a beloved or departed pet
- Publicize a pet product
- Promote your business or special service

## Souvenir Journal Ad Sizes and Rates

Inside <b>SOLD!</b> Cover - 10" x 7 1/2"(Live area) .....	\$2,500
Inside Back Cover - 10" x 7 1/2"(Live area) .....	\$2,500
Outside <b>SOLD!</b> Cover - 10" x 7 1/2"(Live area).....	\$2,000
Full Page/Gold - 10" x 7 1/2"(Live area) .....	\$1,500
Full Page/Silver - 10" x 7 1/2"(Live area) .....	\$1,000
Full Page/Blk & Wht - 10" x 7 1/2"(Live area) .....	\$750
1/2 Page - 4 3/4" h x 7 1/2" w (Live area-horizontal only) .....	\$500
1/4 Page - 3 1/2" w x 4 3/4" h (Live area-vertical only) .....	\$250
1/8 Page/Business Card - 3 1/2" w x 1 3/4" h .....	\$125
Friend Listing (One (1) line - name only) .....	\$75

### DEADLINE: October 12th, 2007

Finish size of book is 8 1/2" w x 11" h

#### Artwork requirements:

- For physical artwork, sharp and clear solid **BLACK & WHITE** if possible.
- Previously printed artwork (like **BUSINESS CARDS**), will be scanned and good quality will not be guaranteed (**NOT RECOMMENDED**)
- We'll accept files in these formats: **Illustrator, QuarkXPress, Photoshop, InDesign, High-Res PDFs (PREFERRED), Machintosh platform ONLY.**  
**NO EXCEPTIONS! NO MS WORD DOCUMENTS!! PLEASE!!**
- We'll accept **ZIP, DVD-ROM or CD-ROM** disks, including **ALL FONTS** and **IMAGES** used on document.
- Small files can be emailed to: [artwork@dreamfishinc.com](mailto:artwork@dreamfishinc.com)
- For **LARGE FILES** exceeding **5 MB**, must provide disk or call to upload file to our sever.

**ARTWORK Questions?** call Dream Fish Inc at **818-884-3491**

**MAKE CHECKS PAYABLE TO:** Actors and Others for Animals  
11523 Burbank Boulevard, N. Hollywood, CA 91601  
**Ph: 818-755-5080**

My check is enclosed       Please charge my credit card  
 Visa | Mastercard | Amex # \_\_\_\_\_  
 Exp. \_\_\_\_\_ Signature \_\_\_\_\_  
 in the amount of \$ \_\_\_\_\_

An additional \$10 is included for typesetting my ad

#### Artwork:

Artwork is enclosed       Please use my ad from last event  
 To be typeset

#### Sizes:

<input type="checkbox"/> Inside <b>SOLD!</b> Cover (\$2,500)	<input type="checkbox"/> Full Page/Blk-Wht (\$750)
<input type="checkbox"/> Inside Back Cover (\$2,500)	<input type="checkbox"/> 1/2 Page (\$500)
<input type="checkbox"/> Outside <b>SOLD!</b> Cover (\$2,000)	<input type="checkbox"/> 1/4 Page (\$250)
<input type="checkbox"/> Full Page/Gold (\$1,500)	<input type="checkbox"/> 1/8 Page (\$125)
<input type="checkbox"/> Full Page/Silver (\$1,000)	<input type="checkbox"/> Friend Listing (\$75)

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_