

# Jeffrey fashion cares 2011

A Charitable Fashion Event  
Benefiting  
Atlanta AIDS Fund  
and  
Susan G. Komen for the Cure  
Greater Atlanta Affiliate

Dear Prospective Advertiser:

Thank you for supporting this year's **Jeffrey Fashion Cares**.

As you may know, our beneficiaries are the **Atlanta AIDS Fund**, which funds HIV/AIDS projects in the metropolitan area and **Susan G. Komen for the Cure – Greater Atlanta Affiliate** which provides grants to grassroots organizations fighting breast cancer. With your help, we are confident that we can meet our fundraising goal for the event.

From our research, **Jeffrey Fashion Cares** appears financially, to be among the largest 3<sup>rd</sup> party events in all of Atlanta's philanthropic endeavors. Because we work so hard to have a small "overhead" for such a grand event – last year **\$.93 of every dollar went directly to the charities** – because of people like you!

We are expecting **Jeffrey Fashion Cares**, our *19<sup>th</sup> Anniversary*, to be the most successful ever. We would love to have your participation. You can expect new and exciting announcements to follow, as we have some great things in the works! If you have never been able to attend the event, to get a glimpse, check out our website, [www.jeffreyfashioncares.com/atlanta](http://www.jeffreyfashioncares.com/atlanta).

Thank you once again and we hope to have you a part of this year's event!

Sincerely,



Lila Hertz  
Event Co-Chair



Jeffrey McQuithy  
Event Co-Chair



Louise Sams  
Event Co-Chair

Enclosures

## Jeffrey

ATLANTA NEW YORK  
3500 Peachtree Road, NE | Suite A-Three | Atlanta, Georgia 30326  
(404) 420-2997 voice | (404) 420-2832 e-fax  
[www.jeffreyfashioncares.com/atlanta](http://www.jeffreyfashioncares.com/atlanta)

## Local Advertising Rates

2-Page Spread (12"w x 7.5"h)	\$5,000
Full Page (6"w x 7.5"h)	\$2,500
Half Page (6"w x 3.625"h)	\$1,250
Quarter Page (3"w x 3.625")	\$625



## Advertising Agreement

By remitting the information below, you have the authority to execute this agreement on behalf of \_\_\_\_\_, which authorizes Jeffrey Fashion Cares to publish advertising in its Patron Program as outlined below. (company name)

Remit this form, ad proof and ad digital files along with your check payable to **Jeffrey Fashion Cares** (or pay via credit card on our website at <http://tickets.jeffreyfashioncares.com>) to:

Jeffrey Fashion Cares  
c/o Lila Hertz  
3500 Peachtree Road, NE, Suite A-Three  
Atlanta, GA 30326  
404.420.2997  
404.420.2832 Fax  
[lila@jeffreyfashioncares.com](mailto:lila@jeffreyfashioncares.com)

Contact Name: \_\_\_\_\_  
 Designer/Art Contact: \_\_\_\_\_  
 Phone #: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Company Address: \_\_\_\_\_  
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**Ad Copy Deadline:**  
 Friday, July 29, 2011  
*No exceptions will be able to be made*

**Ad Size:**  
 2 page Spread  Full Page  
 1/2 Page  1/4 Page

**Applications**  
 PDF Files Only  
 Postscript Level 1 PDF  
 Resolution 300 dpi  
 No other formats can be accepted

**Fonts & Images**  
 Embed all images  
 Images must be EPS or TIF, no JPEGS  
 Embed both screen & printer fonts in PDF

Proof must be supplied at 100%  
 .5" RULED frame MAY be placed on ads  
**All ads should be in black and white.**  
 (cover, back cover and inside covers excepted)

If you would like additional event information and/or ticket information please visit our website [www.jeffreyfashioncares.com](http://www.jeffreyfashioncares.com) or call 404.420.2997. Thank you for your support!