

33rd Annual Oregon
**Asian
Celebration**

February 17-18, 2018

**Be a Friend of the Oregon Asian Celebration and
Advertise in the Official Program Guide!**

Get your message in front of thousands of people. This year's **33rd Oregon Asian Celebration** is Saturday, February 17th and Sunday, February 18th, at the Lane Events Center/Fairgrounds, Eugene, OR. This year's theme is "***Bark to the Future - Celebrating the Year of the Dog***" and the event will feature many exciting new activities celebrating this theme.

The official 24-page program guide contains two full days of:

- Cultural Entertainment
- Martial Arts Demonstrations
- Arts/Crafts Demonstrations
- Cooking Demonstrations
- Fine Arts Exhibit
- Special Exhibits
- Children's Activities
- Asian Heritage Exhibit
- Asian Food Court Vendors
- Asian Marketplace Vendors
- Local Asian-American Resource Directory

Distribution: 10,000 copies are distributed statewide by area retailers and popular public places one month prior to the event. Additional copies distributed beyond Lane County include Portland, Salem, Corvallis, Roseburg and Florence.

Rates:

Full Page.....	\$700	(5 ½" x 9 ½", Vertical)
Half Page.....	\$400	(5 ½" x 4 ½", Horizontal)
¼ Page.....	\$275	(5 ½" x 2 ¼" Horizontal)
¼ Page.....	\$275	(2 ⅔" x 4 ½", Vertical)
Business Card.....	\$200	(3 ½" x 2", Horizontal)
Web Half Page.....	\$175	(300 x 600 pixels)
Web 1/4 Page.....	\$75	(250 x 250 pixels)
Community Support Page:	\$25 per line of your family or business name (<i>i.e. Jane Doe & Family</i>)	

*Web rates are applicable if run in conjunction with print ad, and must be camera-ready. JPEG or GIF format preferred.

The event attracts more than 20,000 people!

- 17% came from outside Lane County
- 75% came with family or friends
- 30% identify themselves as ethnic minority

Each advertiser receives two complementary admission tickets (*Support Page names not included*)

**Oregon Asian Celebration Advertisement Confirmation
& Specification Requirements**

If you are interested in advertising in the program guide, please complete the information below.

Business Name: _____ **Date:** _____

Contact Person: _____ **Day Phone:** _____

Address/City/State/Zip: _____

E-Mail(s): _____

DEADLINES:

Reservation Deadline: December 15, 2017 by 5:00 PM

PDF Electronic Ad Delivery Deadline: January 5, 2018 to Green City Graphics

E-mail: greencitygraphics@earthlink.net / **Mail:** camera-ready ad to Green City Graphics, c/o Asian Celebration, 65 Lund Dr. Eugene, OR 97404, 541-607-6793.

Please indicate size below:

- Full Page.....\$700 (5 ½" x 9 ½", Vertical)
- Half Page.....\$400 (5 ½" x 4 ½", Horizontal)
- ¼ Page.....\$275 (5 ½" x 2 ¼", Horizontal)
- ¼ Page.....\$275 (2 ¾" x 4 ½", Vertical)
- Business Card.....\$200 (3 ½" x 2", Horizontal)
- Web Half Page.....\$175 (300 x 600 pixels)
- Web 1/4 Page.....\$75 (250 x 250 pixels)
- Community Support Page: \$25 per line of your family or business name

- Use same ad as last year.
- I can provide camera-ready ad for you in PDF format.
- Please prepare an advertisement for me for an additional \$40/hr. design fee. Green City Graphics will prepare your professionally looking ad. Please call Steven at 541-607-6793 to begin your ad design process.
- My check payment is included with this confirmation form. **If you checked the box above to have your ad created, please include the additional design fee obtained from Steve, with your ad payment.**

RETURN this form:

To confirm this reservation order, please complete this form and email to advertising@asiancelebration.org. Or mail a printed form with your payment to the address below.

BILLING:

Advertisers will be invoiced for their ads upon receipt of this advertising confirmation. To avoid late payment fee of \$35, please mail by January 5, 2018.

Please make checks payable to:

Asian Celebration
c/o The Treasurer
P.O. Box 51117
Eugene, OR 97405

Contact: Anthony Tam Sing, *Advertising Chair*, advertising@asiancelebration.org

Thank you for supporting the Oregon Asian Celebration!