

Put Your Name in the Spotlight!

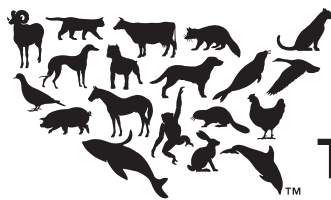
Each year we are proud to present our Genesis Awards guests with a beautiful souvenir program as a memento. Filled with inspirational quotes, touching tributes and valuable information about the animal protection movement, the souvenir program comes in a magazine-size format with full-color cover and offers an excellent opportunity for you and/or your company to convey a message to both our corporate sponsors *and* our 800-plus attendees from the major media, entertainment, humane, and business communities.

You may wish to:

- Congratulate a Genesis Awards nominee
- Advertise your company's products or services
- Print a famous quote or inspired sentiment regarding animals
- Say "thank you" to individuals or organizations who have helped animals in need
- Showcase a photo of you and your companion animal or pay tribute to a beloved or departed animal companion

Whatever your message, our souvenir program can express it at the 24th GENESIS AWARDS on Saturday Evening, March 20, 2010, at the Beverly Hilton!

presented by



**THE HUMANE SOCIETY
OF THE UNITED STATES**

HOLLYWOOD OFFICE

humanesociety.org/genesisawards

PLEASE SEE REVERSE FOR AD SIZES AND RATES

THE 24th
GENESIS
AWARDS

SOUVENIR PROGRAM

AD SIZES AND RATES

FULL COLOR PAGES - COVERS

- BACK COVER: \$5,000 *
(includes two complimentary general seating tickets)
- INSIDE FRONT COVER: \$4,000 *
- INSIDE BACK COVER: \$3,500 *

COLOR PAGES - INSIDE

- \$2,500 - Full Page: 7 1/2" x 10" (vertical only)
- \$1,250 - Half Page: 7 1/2" x 4 3/4" (horiz. only)
- \$600 - 1/4 Page: 3 5/8" x 4 3/4" (vertical only)

*Call for availability.

GOLD PAGES

- \$1,500 - Full Page: 7 1/2" x 10" (vertical only)
- \$700 - Half Page: 7 1/2" x 4 3/4" (horizontal only)

SILVER PAGES

- \$1,200 - Full Page: 7 1/2" x 10" (vertical only)
- \$600 - Half Page: 7 1/2" x 4 3/4" (horizontal only)

BLACK AND WHITE PAGES

- \$850 - Full Page: 7 1/2" x 10" (vertical only)
- \$450 - Half Page: 7 1/2" x 4 3/4" (horizontal only)
- \$300 - 1/4 Page: 3 5/8" x 4 3/4" (vertical only)
- \$175 - 1/8 Page: 3 5/8" x 2 1/4" (horizontal only)
(Most business cards acceptable as camera-ready artwork.)

FULL PAYMENT AND CAMERA-READY ARTWORK DEADLINE -- Friday, February 26, 2010

We will be happy to typeset your ad for an additional \$25 if you call before February 26 -- 310.440.0600

*Please supply digital files on CD or e-mail to richard@hsushollywood.org. Include all fonts and images.

We accept files in PDF format, Illustrator or Photoshop. Files must be high-res of 300 DPI or greater.

MAKE CHECK PAYABLE TO AND MAIL TO:

THE HOLLYWOOD OFFICE OF THE HSUS, ATTN: PROGRAM ADS, 820 MORAGA DRIVE, LOS ANGELES, CA 90049

OR PAY BY CREDIT CARD (VISA/MC/AMEX/DISCOVER): 310.440.0600 FAX: 310.440.9106

Yes, I want to advertise in the Genesis Awards Souvenir Program! My check is enclosed

Please charge my: Visa/Mastercard/AmEx/Discover # _____

Exp. date _____ Signature _____

Enclosed is my payment of \$_____ for ad size indicated below including an additional \$25 for typesetting my ad

Artwork (check 1) Use my ad from last year Artwork is enclosed Artwork will be forthcoming no later than Feb. 26, 2010

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Daytime Phone _____ Email _____