



SIMSBURY FLYING CLUB

Simsbury Airport • 94 Wolcott Road • Simsbury, CT 06070 • SimsburyFlyIn.com



Simsbury Fly-In Sponsorship & Program Ad Order Form

BUSINESS NAME _____

STREET ADDRESS _____ P.O. BOX NO. _____

TOWN/CITY _____ STATE _____ ZIP _____

CONTACT PERSON _____ TEL. NUMBER _____

EMAIL ADDRESS _____ FAX NUMBER _____

SPONSORSHIPS

Platinum Sponsorship (Includes full page 4-color ad in Fly-In program)\$950

Gold Sponsorship (Includes half page 4-color ad in Fly-In program)\$550

Silver Sponsorship (Includes quarter page 2-color ad in Fly-In program).....\$395

ADS IN FLY-IN PROGRAM (Deadline: July 31)

AD SIZE	WIDTH	HEIGHT	4-COLOR PROCESS
1/8 Page	3 5/8"	2 1/4"	<input type="checkbox"/> \$135
1/4 Page	3 5/8"	4 3/4"	<input type="checkbox"/> \$215
1/2 Page	7 1/2"	4 3/4"	<input type="checkbox"/> \$330
Full Page	7 1/2"	10"	<input type="checkbox"/> \$455
1/2 Inside Front Cover***	7 1/2"	4 3/4"	<input type="checkbox"/> \$400
Full Inside Front Cover***	8 1/2"	11"	<input type="checkbox"/> \$615
Full Inside Back Cover***	8 1/2"	11"	<input type="checkbox"/> \$565
Full Outside Back Cover***	8 1/2"	11"	<input type="checkbox"/> \$865

Renewal (Same as previous year)

Renewal with changes (attach changes)

New Ad

*** Premium positions sold on first-come first-served basis.
Check with Fly-In representative for availability

Ad prices listed above are for "Camera-Ready" ads sized to the dimensions listed, provided electronically, and with color separations for 4-Color Process ads. Additional fees apply for non-camera ready artwork – see attached sheet for more info.

PAYMENT

Make Check payable to Simsbury Flying Club and mail with this form to: Simsbury Flying Club, P.O. Box 405, Riverton, CT 06065

ORDER DATE _____ CHECK AMOUNT _____ CHECK NUMBER _____

SPONSOR'S/ADVERTISERS NAME (PLEASE PRINT) _____

SIGNATURE _____ PHONE _____

SIMSBURY FLY-IN REPRESENTATIVE _____

CANCELLATION / REFUND POLICY: Since the Simsbury Fly-In is an outdoor event, postponement or cancellation due to weather or other events beyond the control of the Simsbury Flying Club are possible. Advertiser/Sponsor understands and agrees, by submission of this Order Form and payment, that refund will not be made after August 15. Although the Fly-In has been postponed and rescheduled in the past due to weather, it has never been canceled.

Ad Sponsorship FAQ

Q: What is “Camera-Ready” artwork?

A: Camera-ready artwork should be a digital file of your logo with the exact dimensions of the ad you have ordered and a resolution (DPI) of 135 or better. Preferred formats are Adobe Illustrator, Adobe Photoshop or Adobe EPS (extended postscript). 4-color process ads should already come in a color separated format (CMYK). 2-Color ads submitted with multiple colors and dark backgrounds may require “Make Up”

Q: How do I know if my artwork is camera ready?

A: If you’re not sure if your artwork is camera ready, send it to us at brad@nsls.tv and we will be happy to inspect your artwork and let you know if your ad would require further processing (i.e. Make Up). Physical media that has to be digitized (i.e. a photo, business card, letterhead) is not camera ready.

Q: Are there any additional charges if my artwork is not camera ready?

A: Yes, as a graphic designer will have to process your artwork to make it ready for print, the following amounts will be charged for non-camera-ready ads. If you know your ad is not camera-ready, please include the appropriate additional amount with your payment.

AD SIZE	1/8 th Page	¼ Page	½ Page	Full Page
4 Color Ads	\$50	\$65	\$90	\$120

Q: Who will see my ad?

A: Thousands and thousands of people attend the Fly-In each year and at all the entrance gates our volunteers are handing out thousands of free Fly-In programs to the attendees. If you opt for a Silver, Gold or Platinum sponsorship, you will get even more great exposure and benefits (see the Sponsorship sheet for more details)

Q: Who do I contact if I have questions?

A: Anyone of these people will be more than happy to help answer any questions you might have.

Bill Thomas	(860) 693-4550	wdthomas421@comcast.net
Brad Griswold	(860) 459-1575	brad@nsls.tv
Phil Freedenberg	(860) 372-9390	pjfreed@gmail.com
Brad Bowman	(860) 751-9349	bbowman6@comcast.net
Beth Brown	(860) 379-4706	ew.brown2011@gmail.com
Doug Melville	(860) 716-4280	dfmelville@comcast.net
Greg Schaan	(860) 559-0361	gschaan@insy.com