



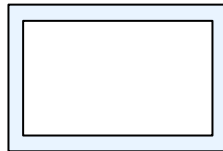
## PROGRAM ADVERTISING SUPPORT

What better way to support **Best of the Batch Foundation** than to purchase an ad in the official **In the Pocket with Charlie Batch** program! The **5th Annual** event will be held on Monday, November 14, 2011 at J. Verno Studios in Pittsburgh's South Side neighborhood. **In the Pocket** is a unique and exciting fundraising event Charlie Batch created where guests have the opportunity to interact, play **ping-pong**, **pool** and **poker** with Pittsburgh sports stars and celebrities, including some of his teammates. All proceeds will benefit Best of the Batch Foundation and will specifically assist in the continued support of a computer lab that helps promote reading & computer literacy in youth and adults. The program will feature the evening's auction items, activities and special pages set aside for celebrity autographs for each guest to keep! Programs are free to each attendee. Please visit our web site, [www.batchfoundation.org](http://www.batchfoundation.org) to view last year's program!

### Program Ad Rates (Full Color)

Back Cover	\$5,000
Inside Back Cover	\$1,000
Inside Front Cover	\$1,000
Full Page	\$750
Half Page	\$400

Full Page  
7.875"w  
x 5"h



Half Page  
3.94"w  
x 5"h

**All ads must be received by October 21, 2011.**

### Artwork Specifications

#### Color or Black & White

- Save black & white ads as grayscale
- Full color ads – send CMYK (RGB formats will be converted to CMYK)

#### File Formats

- Save all ads at 300 DPI at 100% size
- Photoshop, Illustrator or InDesign (CS5 or lower) files with all supporting graphics and fonts
- Acceptable formats include PDF, EPS, TIF, JPG, etc.
- Files created in MS Word are NOT acceptable
- If you don't have an ad, type your ad copy into an email and attach any graphics, logos, etc. for a simple generic ad layout.

### Sending Your Ad

- Email artwork to: [tasha@zebraeventz.com](mailto:tasha@zebraeventz.com)
- **IMPORTANT! Please put "In the Pocket Ad" in your email subject heading.**
- Specify your ad size and your contact information. Digital files are preferred, but if you need to mail a hard copy or logo to be scanned, mail to: In the Pocket, c/o Tasha Wilson, 2000 West St., Munhall, PA 15106.

### Questions

If you have any questions about setting up your ad or about your artwork files, email Tasha at [tasha@zebraeventz.com](mailto:tasha@zebraeventz.com) or call **412.326.0119**.

Yes, I would like to purchase an ad in the official **In the Pocket with Charlie Batch** program!

**Name of Advertiser:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Size of Ad Purchased:** \_\_\_\_\_ **Cost:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact/Advertiser Signature** \_\_\_\_\_

**Complete this form and return to Tasha via fax at 412.326.0138 or email at [tasha@zebraeventz.com](mailto:tasha@zebraeventz.com). Please call 412.326.0119 with any program inquiries.**

#### FOR OFFICE USE ONLY

AD PURCHASED _____	PAYMENT RECEIVED _____
AD TO DESIGNER _____	NOTE _____