
Cincinnati Cultural Initiative*

Durga Utsav, Oct 3-5, 2008

<http://ccionline.tripod.com>

Freedom Elementary School, Beckett Ridge, West Chester, OH

**A Not-for-profit organization under section 501(c)(3) of IRS code (application pending)*

Dear Business Owner / Well Wisher / Patron:

In early Fall of every year members of the East Asian Indian community worldwide celebrate a popular festival called *Durga Utsav*. The community comes together to celebrate their heritage with a variety of cultural events and festivities that last through a weekend. This year, the Bengali community of Greater Cincinnati is hosting our very own *Durga Utsav* from October 3rd through 5th at Freedom Elementary School, Beckett Ridge, West Chester, OH. We expect many of our friends from the nearby cities to join us as well!

On this occasion, we are publishing a brochure highlighting events, programs, and announcements, including a directory of our supporters and members. Placement of an advertisement in our brochure is a unique opportunity for businesses to advertise their product in a rather cost-effective manner to a community that is highly educated, enterprising, achievement oriented and one of the most prosperous in the United States. Needless to say, the revenue from advertisement augments funding for the organizers to conduct a better event, which is primarily based on donation from members and participating attendees.

As a provider of consumer services in the Greater Cincinnati area, we invite you to place your advertisement in our brochure. We feel that many of our patrons either already use your services or are interested in it and thus, you will benefit from your association with us as much as we will. The brochure is an annual souvenir that includes publications by both children and adults having significant sentimental value; thus, ensuring its preservation and display for at least a year at people's homes. More importantly, the members use the brochure as the *de-facto* community phone, address, and source book for information throughout the year for products and services that is extensively used by our community on a regular basis. Rates for sponsorship and advertisement for this year's brochure are included at the end of this document.

We hope you will help us support the event by placing an advertisement in our brochure. Please send your (camera ready or soft copy) material by August 28th, 2008. Checks need to be made payable to **Cincinnati Cultural Initiative**. If you have any questions, please feel free to contact any one of the undersigned.

We thank you for your consideration and support!

Sandip Basu (Sandip@fuse.net) & Amalendu Biswas (BiswasAmalendu@yahoo.com)

Fund Raising Team, Cincinnati Cultural Initiative.

Cincinnati Cultural Initiative*

Durga Utsav, Oct 3-5, 2008

<http://ccionline.tripod.com>

Freedom Elementary School, Beckett Ridge, West Chester, OH

**A Not-for-profit organization under section 501(c)(3) of IRS code (application pending)*

Advertisement Rate & Details:

Check	Size & Space	Details	Price
	Cover Page	Front Inside – Color	\$250
		Back Cover – Color	\$250
		Back Inside – Color	\$250
	Inside Full Page	Color	\$200
		Black & White	\$125
	Inside Half Page	Black & White	\$75
	Inside Quarter Page	Black & White	\$50

Guidelines:

1. For errorless publication, we request you to return the form by August 28th, 2008.
2. A softcopy or camera-ready copy of your advertisement information is requested.
3. Email or paper copy of the print material is accepted.
4. Advertisements will be accepted on a 'first come first serve' basis, for cover pages.
5. If we receive more than one advertisement request for any single space items (front, back cover and back inside) it will automatically fall through to next best category and the price will be adjusted accordingly.
6. Checks to be made payable to **Cincinnati Cultural Initiative**.
7. Please fill in the form below for your advertisement order and mail it to **Sandip Basu, 10138 Elmfield Drive, Loveland, OH 45140**.

.....
CCI Brochure Advertisement Order Form for *Durga Utsav 2008*

Business/Organization Name: _____ Date _____

Contact Name: _____ Phone _____

Address: _____

Email: _____ Fax _____

Please reserve the advertisement space in your brochure for *Durga Utsav 2008* (please put check mark on applicable item in the rate chart above).

Total price for my advertisement is \$ _____.

Signature

Date