

YOUTH 2011

PURDUE UNIVERSITY • JULY 13 - 17 • SACRAMENTO, CA • JULY 27 - 31

Advertising Opportunities

Do you want to get the word out about your organization or advertise your latest product or an upcoming event? We offer several advertising options through which you can reach thousands of youth and youth workers.

Advertise in the Event Book

Every person who attends Youth 2011 will receive a printed program book. This book will be the event guide including maps, listings of activities, event schedule and more. It will also include the small group curriculum. Each person will be placed into a small group that will meet each day for sharing and discussion. This book will also include a take home curriculum for participants to go through with their youth group after the event. This will be a keepsake for both youth and youth workers.

We will only print one version of the book that will be used at both events. Purchased ads are good for both events, giving your ad maximum exposure.

Below is a list of pricing. Please note that if your organization is exhibiting at one or both of the Youth 2011 events, you can take advantage of our exhibitor discount.

Note: In 2007, we had over 6300 attendees at one event. Youth 2011 will have two locations with a capacity of over 10,000 attendees!

Size	Reg. Color	Exhibitor Color	Reg. B&W	Exhibitor B&W
Full page	\$850	\$795	\$650	\$600
½ page	\$500	\$450	\$350	\$325
¼ page	\$300	\$275	\$200	\$175

Specs

Your ad should be sent to Blake Thornell at bthornell@gbod.org in TIFF, PDF or EPS files.

- If you send an EPS file, type MUST be converted to outlines.
- Use (0.5in) safety.
- Art must have crop marks.
- Full bleed ads need (0.25in) bleed on all sides.

Deadline

We will accept ads until May 15, 2011.



for more information contact Blake Thornell:
bthornell@gbod.org or 615-340-1780

Advertise on the Event Web Site

The Youth 2011 website is www.youth2011.org. The site will draw an audience looking for information and updates about the event. We will be releasing exciting information throughout the months leading up to the event such as main stage speakers, bands, workshop leaders, promotional videos, and more. Also, there will be a community aspect to the site as it will be linked to social media sites such as Facebook and twitter. There will also be opportunities for individuals and groups to volunteer, connect for ride sharing, pre-event mission drives, and more. This will also be the site through which all group leaders register. This will be a high traffic site!

All exhibitors and vendors receive a free basic listing on the website including organization name and a link to website and a discount on premium and deluxe listings.

Standard Listing

Your organization's name with a link to your site included on "sponsors and exhibitors" section of webpage.

* Cost: \$75.

* Exhibitors/Vendors: Free.

Premium Listing

Your organization's name and logo, four lines of text (62 characters per line), and a link to your website included on "sponsors and exhibitors" section of webpage.

* Cost: \$125.

* Exhibitors/Vendors: \$50.

Deluxe Listing

Random rotating banner ad on our website subpage sidebars, your organization's name and logo, four lines of text (62 characters per line), link to your website and a top tier listing on "sponsors and exhibitors" section of webpage.

* Cost: \$225

* Exhibitors/Vendors: \$150

Listing Specs

- Email text and link to your website to bthornell@gbod.org
- Logos should be a .gif or jpg file confined to 110 pixels wide by 60 pixels high. Include the URL for hyper linking the logo.

Banner Ads

- 240 pixels wide by 100 pixels high no larger than 30k and at least 72 dpi.
- Submit your ad as a .gif file to bthornell@gbod.org.
- Provide the URL to which it should be linked to.
- Provide ALT Text (5 words max) for those who have image load turned off.
- Please note that only the first or last frame of banner ads might display for browsers that do not support animated .gifs.
- If you don't have the capability to create gif animation files, we can offer this service for an additional fee.



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Advertising Contract

Advertising Payments

Payment must be received before any ad or listing will appear on the website or in the print pieces.

Program Book Advertisement

	Reg. Color	Exhibitor Color	Reg. B&W	Exhibitor B&W
Full page	\$850	\$795	\$650	\$600
½ page	\$500	\$450	\$350	\$325
¼ page	\$300	\$275	\$200	\$175

TOTAL OWED \$ _____

Web Advertising Cost

Standard Listing	\$75
Premium Listing	\$125
Deluxe Listing	\$225
<i>Vendor/Exhibitor Discount</i>	<i>- \$75</i>

TOTAL OWED \$ _____

GRAND TOTAL \$ _____

Credit Card Payment: (we accept VISA and MASTERCARD ONLY!)

Name on Card: _____ Type of Card: _____

Card # _____ Exp. Date: _____ Amt. to charge on card \$ _____

Signature: _____ Date: _____

Payment by Check: Make checks payable to “GBOD” and attach to this form.

Mail payments to:

General Board of Discipleship/Young People’s Ministries

1908 Grand Ave.

Nashville, TN 37212

Sponsor the Event

Items: We offer several creative ways for you to promote your organization through sponsoring needed supplies for the event. Through supporting the event, you will gain exposure to thousands of youth, parents, pastors, and youth workers.

Pens:

For a fee of \$500 you get the exclusive right to provide pens with your logo to each of the participants at one of the Youth 2011 sites. Each attendee will be a part of a small group that uses a printed curriculum each day, so pens will no doubt be needed and quite visible. Pens will be distributed to group leaders upon check in. The same organization is welcome to sponsor both sites.

- To sponsor, pay \$500 and supply the pens.
- Pen logo and design must be approved by Youth 2011 staff.
- Pens must be shipped at sponsor's expense to Youth 2011 location.
- Total number of pens needed at each site is estimated at 5,000.

Group Leader Bag: **SPONSORSHIP TAKEN – Thanks Iliff Seminary!**

Each group leader will receive a bag filled with name badges, maps, pens, promo items, and giveaways. There is no additional fee to sponsor the leader bags, only supplying the bags and shipping them to each location.

- The type of bag and organization logo is subject to approval of Youth 2011 staff.
- Total number of bags needed for both sites is estimated to be 1000.

Group Leader Bag Inserts:

Advertise your organization through supplying your own print piece to be placed in each leader bag. Availability is limited and is on a first come basis. Print piece size and content is subject to approval by Youth 2011 staff.

- Cost is \$300 for one event or \$500 for both.
- Sponsor must supply printed piece and have pieces shipped to Youth 2011 site at sponsor's expense.
- Maximum size is 8.5in X 11in.
- All materials are subject to Youth 2011 approval for content and quality. We will work with you to help ensure your piece meets the Youth 2011 standards for design quality.
- Space is limited to 25 inserts, so please get your requests in early.

Water Bottle:

Youth 2011 occurs in July, so it will no doubt be hot. We want to encourage all participants to stay hydrated while at the event. Also, many attendees will choose carrying water with them as over buying expensive bottled water from a store. Promote your organization through sponsoring water bottles for each attendee. There is no additional fee to sponsor the water bottles, only supplying the bottles and shipping them to each location.

- Organization may sponsor one site only or both sites.

- Organization may sponsor all or part of the bottles. Minimum sponsorship is 1000 bottles (can be all at one site, or divided equally between both sites.)
- Estimated number of bottles needed is 5,000 per site.

Lanyard:

Supply the lanyards for attendee name badges. There is no additional fee to sponsor this. The lanyards must be consistent with the name badge design selected by Youth 2011. Will have this decided no later than 12 weeks prior to the event. Lanyards must be shipped to Youth 2011 sites at sponsor's expense. Total number of lanyards needed is estimated to be 10,000.

- Organization may sponsor one site only or both sites.
- Estimated number of lanyards needed is 5,000 per site.

Leadership at the Event

We will have several excited bands, speaker, and other artists at Youth 2011. Sponsoring one of them is a great way for your organization to show support for the event, and promote your organization to thousands of youth, parents, pastors, and youth workers. With varying artists and leaders, we have several different options to fit your budget. We will work with you to find the best person or group to sponsor.

Sponsor Receives:

- Organization logo next to band in promotional materials, web site, and program book.
- Power point slide shown in pre-session/concert loop.
- Short promotional video (less than 3 minutes) to be played prior to the session during which person is performing.

A complete listing of artists and speakers will be available by August of 2010.

Advertising Guidelines

All advertisements are subject to approval of Youth 2011 and Young People's Ministries Staff, which reserves the right to reject or cancel any advertisement at any time. Young People's Ministries reserves the right to reject any advertising that, to the "reasonable reader," is false, misleading, defamatory, violative of any applicable laws, is obscene, or which does not conform to contemporary community standards of good taste or decency. Young People's Ministries may require any advertiser to provide factual substantiation when requested for any advertising.

Young People's Ministries will accept no advertising from companies whose main source of income derives from the sale or promotion of pornography; tobacco, alcohol or other drugs; all forms of gambling; firearms or other munitions; enterprises related to sex trafficking; and those companies that engage in child labor, sweatshop, or other human rights violations. We will also not accept partisan political advertising. No advertising will be accepted that violates or may enable another to violate the UM Social Principles.

Ads that discriminate against applicants based on sex, age, race, religion, marital status, or physical handicap will not be accepted.

Generally acceptable for consideration will be ads for other faith-based organizations, charitable institutions, and organizations involved in education, training, mission and service, and spiritual formation.

Any reference to Youth 2011 or Young People's Ministries or its products or services in advertisements, promotional material, or merchandising by the advertiser or the agency is subject to the Youth 2011 / Young People's Ministries prior written approval in each instance.

Young People's Ministries does not release personally identifiable data on the users of our websites or e-mail service to advertisers. Online advertisers may receive reports that show aggregated data about response to their advertisements, including the number of ad impressions and the number of times an advertisement was clicked on. Advertiser links to other websites cannot prevent a user from easily returning to the Youth 2011 event website.