

# Conference Booklet Commercial Ad Space and Advertising Rates

8.5 x 11 inch Program Booklet

## Patriot Sponsorships

(Some sponsorships include advertising.)

Platinum	<b>\$1,000</b>
Gold	<b>\$500</b>
Silver	<b>\$250</b>
Benefactor	<b>\$100</b>
Friend	<b>\$25</b>

## Advertising

Back Cover 8.5 x 11	color	<b>\$750</b>
Centerfold 11x17	color	<b>\$750</b>
Inside covers 11 x 17	color	<b>\$500</b>
Full page 8.5 x 11	color	<b>\$325</b>
Full page 8.5 x 11	B&W	<b>\$250</b>
½ Page 8.5 x 5.5	color	<b>\$200</b>
½ Page 8.5 x 5.5	B&W	<b>\$150</b>
¼ Page 4.25 x 5.5	B&W	<b>\$100</b>
Business Card 3.5 x 2	B&W	<b>\$60</b>

## Vendor Displays

**\$450**

Price includes covered and skirted table, two chairs, power and trash can.

Other display enhancement items are available at additional cost.

**Contact us with any questions.**

**864.363.2656**

## Greenville SC Chapter

The Greenville Chapter is the organizer of this year's event which is held every other year somewhere in our state. It is sanctioned by the MOAA South Carolina Council of Chapters and attended by members of the 12 Chapters in South Carolina as well as members from Georgia, Florida, North Carolina and other locations.

## The South Carolina Council of Chapters

The South Carolina Council of Chapters is the statewide organization composed of the 12 chapters organized in the state of South Carolina. While each chapter is independent, the Council of Chapters provides leadership and coordination for the efforts of the individual chapters

## Additional Information

### Greenville Chapter

Conference Coordinator **Katie Danner**

**Conference2013SC@moaagreenvillesc.info**

Personal Cell: **864.363.2656**

Chapter Phone Number **864.214.4995**

Chapter Website **www.moaagreenvillesc.info**

President COL William Koehler **864.238.2106**

### SC Council of Chapters

Council Website **www.moaasc.org**

President COL Dale Ellenburg **864.225.1073**



**2013 South Carolina State  
Conference**

## Information for Commercial Advertisers



**HYATT REGENCY**

**DOWNTOWN GREENVILLE**

**OCTOBER 6-9 2013**

## About MOAA

MOAA is the United States' largest veterans organization for:

- active duty
- National Guard
- Reserve
- former
- retired

— military officers and their surviving spouses. It is also the most influential with over 380,000 members nationwide.

We are independent, nonprofit and politically nonpartisan. We speak with a powerful force for a strong national defense and for the interests of military officers and their families at every stage of their careers.

MOAA was founded in Los Angeles, Calif., on Feb. 23, 1929. The first leaders of the association hoped that by joining together they could provide assistance and advice to other military officers. This concern for others fostered natural fraternal relations among members from all branches of the uniformed services.

Nationally MOAA is chartered by Congress as a non-profit 501(c)(19) Veteran Service Organization

### For Additional Info About MOAA

[www.moaa.org](http://www.moaa.org)

## Our Members

### Affluent. Active. Attentive.

Our members represent one of the youngest, healthiest, and most affluent retired, or soon-to-be-retired, groups of mature consumers in our country.

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Avg Age:	<b>69</b>
Avg Household Income:	<b>\$106,000</b>
Avg Investment Portfolio:	<b>\$386,000</b>

with approximately **30%** having portfolios over **\$500,000**

Our members have a zest for life — a belief that every day can and should be an adventure. They have a keen interest in topics that include:

- retirement planning
- health and fitness
- travel and leisure
- second careers
- financial planning
- family life

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*Findings based on Readex Research survey of MOAA's domestic membership. Data collected via mail survey from May 11 to June 27, 2011. Margin of error for percentages is  $\pm 3.1$  percentage points at 95% confidence level.*

## Why Be Involved?

- Make a statement to the public and your customers about your support for the men and women who have fought and continue to fight for the freedoms that we hold dear.
- Let your employees know that you support the people in our military.
- Take advantage of the opportunity to promote your products or services to what may be a very attractive demographic for your business.

## Selling to Military Members

- Those attending this conference will be the leaders, most senior and most active members from our 12 chapters around the state.
- The military community is in many ways a special situation.
- It is a closely knit community of outgoing people.
- There is a camaraderie from serving together around the world in often difficult situations and a large background of common experiences that causes us to speak often together and share experiences and news.
- Word of mouth travels quickly with military people
- We are extremely loyal to businesses and organizations that support our military and treat us well.
- We are quick to pass on to our friends and others information about a good deal or great experience.
- We are usually active in our communities as well and have many acquaintances in our local areas with whom we share word of mouth satisfaction with businesses that we like.

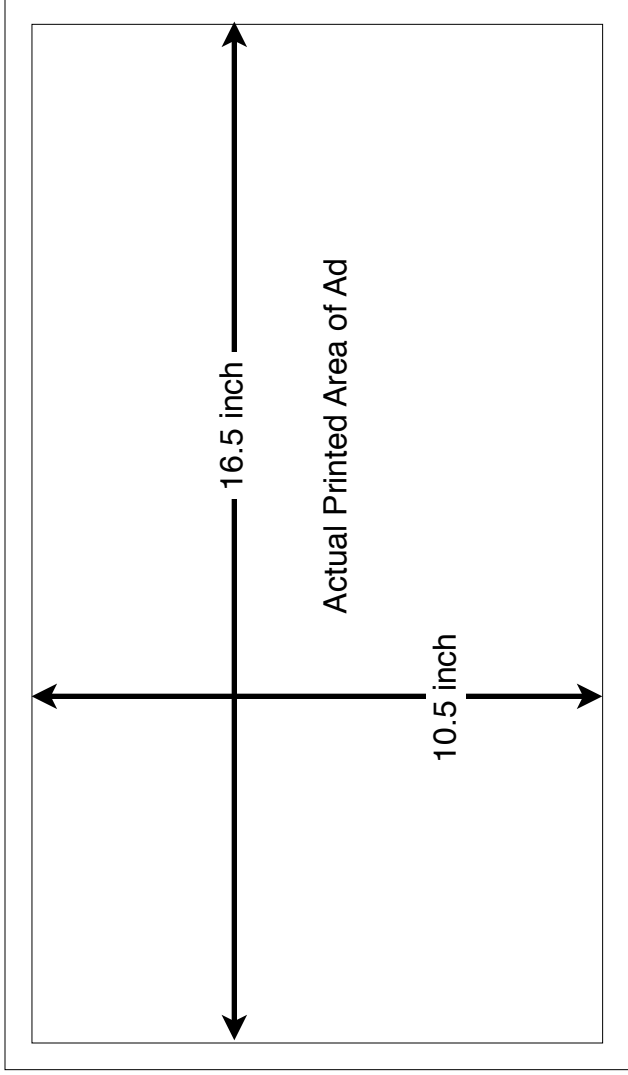
## Sponsorship Options for South Carolina MOAA Conference - 6-9 October 2013 - Greenville SC

Item	Value	Sponsorship Package				
		Platinum	Gold	Silver	Benefactor	Friend
Your logo on front cover of Conference Brochure*	\$325	\$325				
Your logo included in our banner at the podium*	\$350	\$350				
Verbal recognition from the podium of your organization as a sponsor*	\$100	\$100	\$100			
Vender Table close to the Event	\$450	\$450	\$450			
Website placement of your logo on our website with a link to your website*	\$50	\$50	\$50	\$50		
Internal full page color ad in the Conference Brochure	\$325	\$325	\$325			
Internal half page color ad in the Conference Brochure	\$200			\$200		
Recognition by listing on the sponsorship page in the printed Conference Brochure Platinum Gold or Silver	\$0	\$0	\$0	\$0		
Recognition by listing on the sponsorship page in the printed Conference Brochure as a Benefactor	\$100				\$100	
Recognition by listing on the sponsorship page in the printed Conference Booklet as a Friend	\$25					\$25
Recognition by a text listing on the sponsorship page of our website	\$25	\$25	\$20	\$15	\$10	\$5
Total Value of Sponsorship Package		\$1,625	\$945	\$265	\$110	\$30
Savings by Sponsoring		\$625	\$445	\$15	\$10	\$5
Your Price of Sponsorship Package		\$1,000	\$500	\$250	\$100	\$25

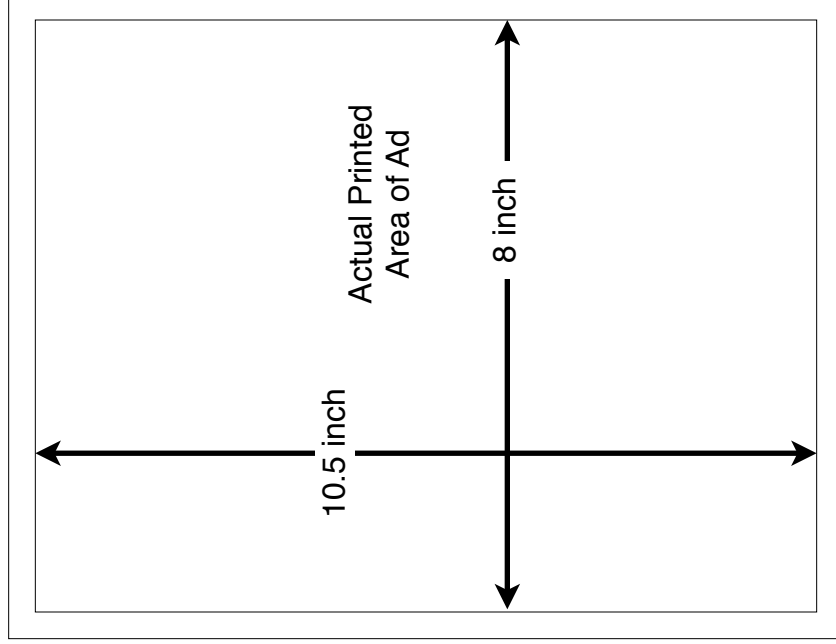
\* Items marked are not available for individual purchase but are only available with the listed Sponsorship Package  
 For questions contact Katie Danner at 864.963.0011 or COL Bill Koehler at 864.238.2106

# Ad Art Specs for SC MOAA 2013 Conference

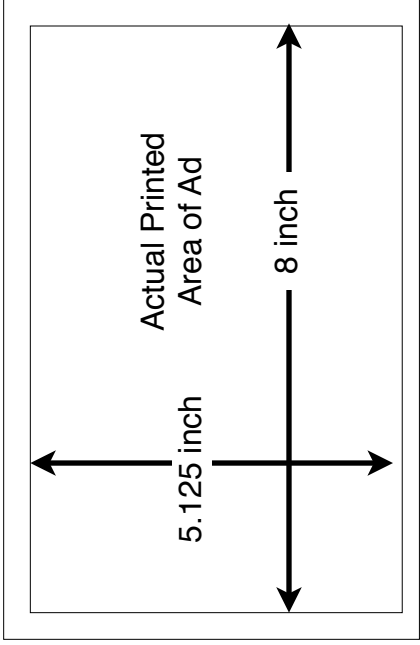
Centerfold Ad - Nominal 17 x 11 inch



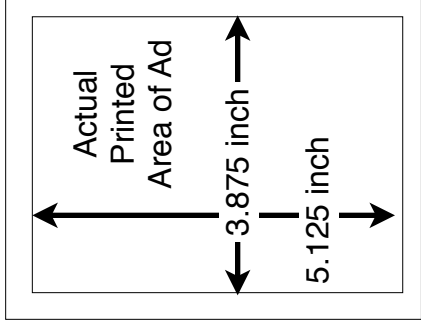
Back Cover, Inside Covers, Inside Ads - Nominal 8.5 x 11 inch



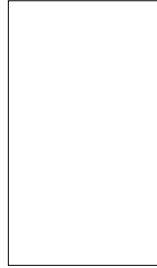
1/2 Page Inside Ads - Nominal 8.5 x 5.5 inch



1/4 Page Inside Ads - Nominal 4.25 x 5.5 inch



Business Card Ads - Nominal 3.5 x 2 inch



Actual  
Printed  
Area of Ad = Nominal Size

## Logo Art for Booklet and Web

1:1 Aspect  
Ratio

### Options:

- 1.25 inch png digital file at 300 dpi or greater with transparent alpha around the logo.
- 1.25 inch tiff file at 300 dpi or greater with transparent alpha around the logo
- 1.25 inch jpg file at 300 dpi or greater may be submitted but we cannot guarantee that the background will work well. White backgrounds will work best.
- Any common vector format
- Other professional graphics formats may be submitted.

## General Requirements for Booklet Art

- Prefer pdf files for the ad at the specified size with any inclosed bitmapped images at 300 dpi or greater and with the fonts embedded.
- We can help with the ad if you need some basic help as long as the artwork is not to complex and we will do that as a courtesy. We do not have the time to do any complex graphics assistance. We recommend that you find someone in your area that that can help you if you need that kind of help or design work.
- We will not do any color adjustments to your art work other than to convert color files to gray scale. Ads that are specified as B&W can be grayscale.
- We need “camera ready” digital files.
- Artwork may be submitted to [newsletter@moaagreenvillesc.info](mailto:newsletter@moaagreenvillesc.info). We will not begin any work on your ad until payment is received.
- We will do whatever we can to work with whatever you submit to us.

If you have questions please contact us at:  
[newsletter@moaagreenvillesc.info](mailto:newsletter@moaagreenvillesc.info) or call us at  
864.905.1942