



During my years of involvement with the **Advocates for the Pennsylvania Osteopathic Medical Association (APOMA)** my ongoing commitment to and support this remarkable organization that touches so many student's lives in the PA area has remained steadfast. I ask that you please read the enclosed information and why your support is so critical, especially during these uncertain economic times.

Our APOMA board invites you to join them in support of the Student's Scholarship Fund 2012 Annual Fund Raising Project by purchasing an ad in our ad book, **the deadline is April 1, 2012**, please respond as soon as possible. ( please print out the ad form (2) pages)

Here are ways that you can help continue to shine the light of hope into our students.

**Purchase** an ad in our "Ad Book".

**Bid** on a wonderful array of items offered at our Silent Auction.

**Attend** with your family, friends, and your colleagues to honor our long time supporter and APOMA Advisor, John F. Callahan, D.O. at our Breakfast/Program Friday Morning May 4, 2012 during the POMA Clinical Assembly.

On behalf of the APOMA board and the many students we have touched over the years, **thank you for being part of our Tradition of Giving and Lifetime of Changes.**

With thanks and gratitude,

*Harriet*

Harriet Bell  
APOMA President

# ADVOCATES *for the* PENNSYLVANIA OSTEOPATHIC MEDICAL ASSOCIATION

## OUR HONOREE

*John F. Callahan, D.O.*

**will be honored at APOMA's Breakfast Program, Friday, May 4, 2012, during the POMA Clinical Assembly.**

***Help us provide the highest level of giving to benefit the PA Student's Scholarship Fund.***

\_\_\_\_\_  
Name of Person (s) sponsoring ad

\_\_\_\_\_  
District (Company) Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Authorizing person's signature

\_\_\_\_\_  
Phone (office)

\_\_\_\_\_  
Cell Phone

\_\_\_\_\_  
E-mail

***Please print your name and or/ district/company name exactly as it should appear in the ad book.***

## AD MATERIAL & PAYMENT:

**Make checks payable to APOMA -**  
*Please complete this form and return with payment to:*

Harriet Bell/APOMA President  
2180 North Stone Ridge Lane  
Villanova, PA 19085

## ADVERTISING DEADLINE: APRIL 1, 2012

Please send in your message, photos and/or camera-ready art as soon as possible.

***Advertising Specifications on the other side.***

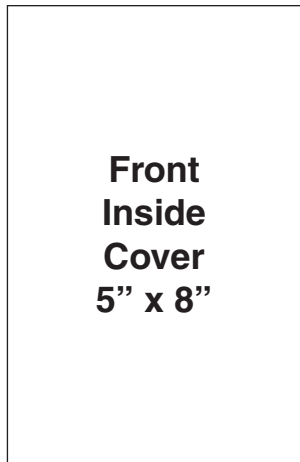
*Please select your Ad Book level below*

- |                          |                                 |            |
|--------------------------|---------------------------------|------------|
| <input type="checkbox"/> | Front Inside Cover              | \$1,000.00 |
| <input type="checkbox"/> | Back Inside Cover               | \$1,000.00 |
| <input type="checkbox"/> | Back Cover                      | \$1,500.00 |
| <input type="checkbox"/> | Full Page                       | \$ 500.00  |
| <input type="checkbox"/> | Half Page                       | \$ 250.00  |
| <input type="checkbox"/> | Quarter Page                    | \$ 125.00  |
| <input type="checkbox"/> | Listing (two lines)             | \$ 75.00   |
| <input type="checkbox"/> | PCOM & LECOM                    | \$ 15.00   |
|                          | Students (one line - name only) |            |

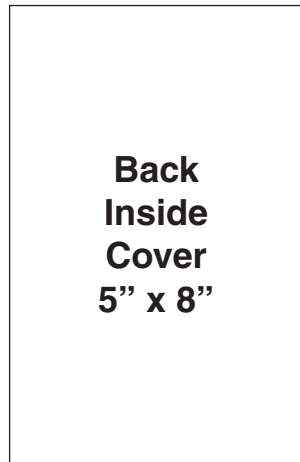
*Please see other side for help in completing your ad.* →

# PAGE LAYOUT AND ADVERTISING SPECIFICATIONS

OVERALL BOOK SIZE: 5.5" WIDTH X 8.5" HEIGHT (PORTRAIT FORMAT) SAMPLE AD PAGES BELOW:



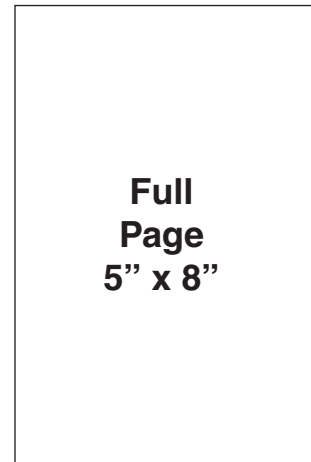
**Front  
Inside  
Cover  
5" x 8"**



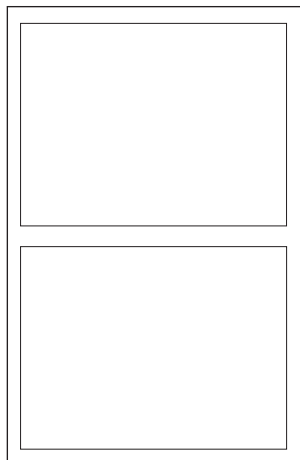
**Back  
Inside  
Cover  
5" x 8"**



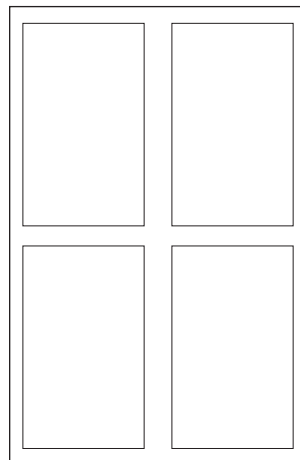
**Back  
Cover  
5" x 8"**



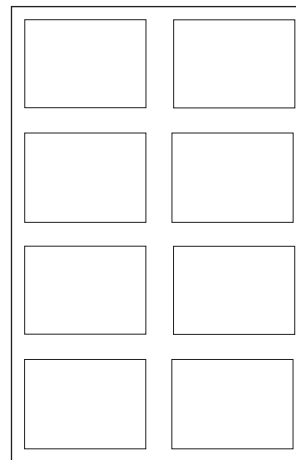
**Full  
Page  
5" x 8"**



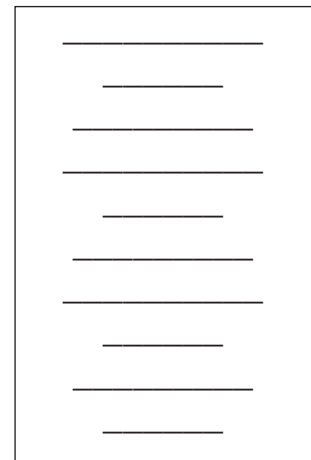
**Half Page  
5" x 3 3/4"**



**Quarter Page  
2 1/4" x 3 7/8"**



**Listing Page  
(two lines)  
2 1/4" x 1 5/8"**



**Students Page  
(one line)**

## SPECIFICATIONS

**Please note:**

Digital photos must be 300 dpi or 200 megapixels minimum.

Photos and artwork to be scanned should be good condition originals.

All photos, illustrations and logos provided to us will be reproduced in black and white.

**GENERAL CONDITIONS:**

- All copy, logos and/or artwork should be press ready.
- Please omit borders. Please add bleeds and crop marks.
- Electronic files will be accepted as press-ready PDFs with fonts embedded or converted to outlines
- All digital artwork should be submitted by e-mail to: **hmabell2180@aol.com**