

2021 Short Beach Days Ad Program



May 1, 2021

Dear advertisers and community supporters,

We hope this correspondence finds you well. We are busy planning for the 2021 Short Beach Days. Short Beach Days will happen this year, however, its program will be planned based on CDC guidelines pertaining to COVID 19. We will do our best to make Short Beach Days as close to our normal program as possible given any state mandates/restrictions.

The Short Beach Days Committee seeks your support of the 75th Annual Short Beach Days celebration to be held September 3,4,5 and 6, 2021., 31. Proceeds from the ads will go **directly** to support the weekend's activities. This is a weekend of sports competitions, family games and entertainment that ends with our annual parade on Labor Day.

Advertiser's exposure will be approximately 800 households in the areas of Riverside, East Haven, Short Beach and Granite Bay, Branford. You will receive a copy of the program, if desired, when completed.

The following ad sizes with prices are listed below. Please check the desired size. (A diagram that shows the sizes and shapes is attached.)

- Full Page \$100.00 (approx. 8" x 5")
- 1/2 Page \$ 55.00 (approx. 3 ¾" x 5")
- 1/4 Page \$ 40.00 (approx. 1 ¾" x 5") - Standard-size Business Cards fit in this space.
- 1/8 Page \$25.00 (approx. 1 ¾ x 2.5")
- Booster Ad \$ 10.00 for one line of text (Good Luck, anniversary, graduate, etc.)

Please make checks payable to: **Short Beach Days**

Mail to: P.O. Box 2138

Branford, CT 06405

Ad Copy:

- Same as Last Year
 - Ad copy enclosed. (Light background colors reproduce best.)
 - Booster Ad Copy (limit to 45 characters, write clearly on line below)
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RETURN BY JULY 12, 2021.

Name of Advertiser _____ Tel # _____

Email address _____

Signature of Advertiser: _____

- Check this box if you would like a copy of the program.

Short Beach Days

P.O. Box 2138

Branford, CT 06405

STAY WELL SHORT BEACH FAMILY.

With Sincere Thanks,

Short Beach Days Committee