



CROATIAN EXTRAVAGANZA

2010
Extravaganza
Highlights

Zrinski Band
Los Angeles

Mate Carić
Petra Tulić
Los Angeles

Sidro
Tamburitza Band
San Jose

CRO DJ Mario
Sacramento

Koraci
Kolo Group
San Jose

St Anthony's
Kolo Group
Los Angeles

April 28, 2010

Dear Sir or Madam:

Launched in 1983, Croatian Extravaganza was conceived as a celebration of Croatian culture, traditions, and achievements of Croatians all over the world. Over the years the festival has evolved into one of Northern California's most popular cultural and social events, and its attendance has grown to thousands.

Our guests are Croatians and their friends from Sacramento, the Bay Area, and the entire California, who come to Sacramento to enjoy good food, good entertainment and fun activities over the course of the festival weekend. This year the festival falls on June 12 & 13 at the usual location at the Croatian American Cultural Center at 3730 Auburn Blvd. in Sacramento.

Every year we print a special program book (souvenir book) which we distribute to our guests at the door. If you advertised in our program book before, we thank you for your patronage and we hope your ad has generated more business for your establishment. If you haven't advertised before, we hope you will choose to do so this year. As an added incentive, your ad will also be published on our web site for the entire year. To see the list of last year's sponsors, visit our web page www.cacc.com and click "Support our Sponsors" link.

Enclosed please find a form to request an ad. Please respond by **May 20, 2010**. If you have any questions about placing an ad or about designing an ad, please don't hesitate to contact us by phone or by e-mail listed below.

Sincerely,

Mike Zupan, Croatian Extravaganza Co-chairman
(916) 489-0339

Stan Lovric, Souvenir Book Design
(916) 635-5453
info@cacc.com

Program Book Specifications

Our program book is printed in standard letter-size format (8.5x11).

You can provide your own ad in any Microsoft or Adobe format or have our design team design an ad based on your specifications for no additional charge.

We offer a variety of ad sizes as well as full color and black & white option to fit your budget:

Size	BLACK & WHITE	FULL COLOR
Full page (1/1)	\$240	\$360
¾ page	\$180	\$270
Half page (1/2)	\$120	\$180
Quarter page (1/4)	\$60	\$90
Business Card (1/8)	\$30	\$45



On this page you can find two samples of color quarter-page ads from the last year's program book. You can see the entire last year's book online: go to www.cacc.com and click "Support our Sponsors" link.

Personal Greetings

A special part of our program book is reserved for personal greetings. Members of the Croatian Community like to send good wishes and congratulations on special occasions by publishing an ad in the Extravaganza souvenir book. Whether it's an anniversary or a high-school graduation, you can announce it to your Croatian community and keep the book as a souvenir of your special event.

Remembrances

Over the years, our souvenir book has also been extensively used for remembering our loved ones; to announce their passing, recognize their contributions to our community, and to keep their memory alive.



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To request an ad, fill out and mail this form, or contact us by email at info@cacc.com.

CONTACT INFORMATION

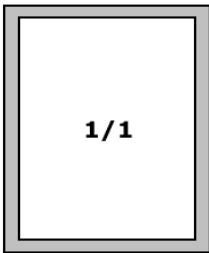
Your name and/or business name

Address

Phone number

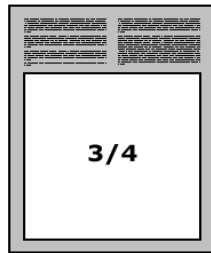
E-mail address

SIZE & COLOR



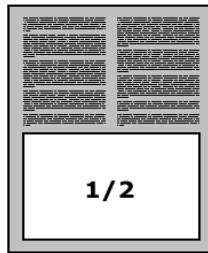
Full Page (8.5x11)

- B&W \$240
 Color \$360



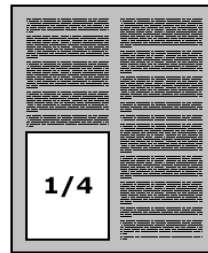
3/4 Page

- B&W \$180
 Color \$270



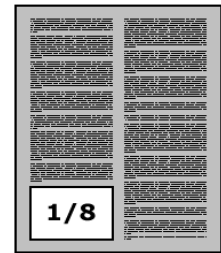
1/2 Page

- B&W \$120
 Color \$180



Quarter Page

- B&W \$60
 Color \$90



Business Card

- B&W \$30
 Color \$45

DESIGN

- NEW AD:** We can design an ad for you based on information and specifications you provide. Or you can send us your ad by email to info@cacc.com.
- REPEAT AD:** I would like to repeat the ad I had in the 2009 Souvenir Book. No changes are necessary. (See your 2009 ad at www.cacc.com/book)
- I would like to repeat the ad I had in the 2009 Souvenir Book with some changes. Write in changes below, attach instructions or email your changes to info@cacc.com.

BILLING

- Enclosed is a check payable to the Croatian American Cultural Center.
- Please bill me later to the address above.

Mail completed form to:

Croatian Extravaganza Souvenir Book, PO BOX 214711, Sacramento, CA 95821
or email your ad to info@cacc.com. Please respond by **May 20, 2010**.