



PRIVATE STOCK ENTERTAINMENT presents...

Winter Explosion® '08

"The Hotttness!!"

FEBRUARY 15 – 18 • HUDSON VALLEY RESORT • KERHONKSON, NY

SOUVENIR BOOKLET AD INFORMATION

Entering its 14th consecutive year, **Winter Explosion: "The Experience"** (WE) is the *Largest, Longest-Running African-American Lesbian and Gay Winter Event* in existence! Full event history and guest demographics are available upon request, however, a true testament to Winter Explosion's success and popularity is the fact that, as of October 2007, **its main host venue of just under 300 rooms is completely sold-out!** More than four months before the event, WE has had to expand to additional lodging facilities to accommodate attendance demand.

Winter Explosion 2008 anticipates over 800 guests and features such activities as a live concert by the legendary **Patti LaBelle**, theme parties including a mid-winter "beach party", workshops by renown lecturers/speakers and even a worship service. WE08: "The Hotttness!!!" promises to be an action-packed weekend with the **Winter Explosion Souvenir Booklet as "The Guide To It All!"** A complimentary Souvenir Booklet will be in the hands of each guest, as well as sponsors, vendors, performers, media representatives, resort staff and promotional partners. A copy is even sent to prospective sponsors/vendors for future events. **Advertisers can be assured their name and contact information will receive wide circulation.**

For 2008, the booklet will contain the entire Weekend Program/Itinerary, as well Photos, Event History, Spotlight Event details, Features, Artist Bios, Agent Bios, Sponsor Information as well as information on patrons, vendors, and the Triumphant Spirit Award and Honoree. The booklet will even have a "contacts" page where guests can record information and notes from new friends and associates. Over the years, the Winter Explosion Souvenir Booklet has come to be regarded as a true *keepsake*.

Ads not only reflect community partnerships and alliances, but also take the *functional* aspect of the Souvenir Booklet a step further. **Guests will refer to it time and time again over the 4-day weekend and long after for goods and services they've been introduced to during Winter Explosion.** This is a critical element in the value and timelessness of the booklet.

The WE Souvenir Booklet is professionally produced with glossy, full color front, back, outer and inner covers. There will also be select interior ads and features in color. While the back cover is reserved for Winter Explosion's top sponsor, prime ad spots such as full-color **INSIDE FRONT** and **INSIDE BACK** pages are available for purchase –see details below. Pricing for all ads in the Winter Explosion Souvenir Booklet is as follows:

AD TYPES & RATES:

- ◆ **"SPECIAL" FULL PAGE COLOR:** \$750 each (*Inside Front & Back covers*)
- ◆ **FULL PAGE COLOR:** \$500 each
- ◆ **FULL PAGE BLACK & WHITE:** \$250 each
- ◆ **1/2 PAGE BLACK & WHITE:** \$125 each
- ◆ **BUSINESS CARD BLAC& & WHITE:** \$75 each

Booklet Dimensions: 8.5" x 5.5" (Portrait)

SUBMISSION DEADLINE: Close of Business, Wednesday, January 23, 2008. All ads must be high-resolution (300 dpi), "Camera Ready" JPG files. Email file to ads@winterexplosion.com. Hardcopy submissions will not be accepted. Full payment must be received before ad is accepted. Checks and Money Orders should be payable to **Winter Explosion**. Major credit cards gladly accepted. WE's advertising contact is **Don Johnson: don@winterexplosion.com**. *Information also available on Winter Explosion's "Vendor's Market".*

WINTER EXPLOSION
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