



MOUNT MORRIS PARK COMMUNITY IMPROVEMENT ASSOCIATION

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An invitation to our local businesses and friends: **Reserve your advertising space today in the Mount Morris Park** **26th Annual Neighborhood House Tour Guidebook.**

The Mount Morris Park Community Improvement Association's Annual House Tour is Sunday, June 14, 2015, and we invite you to be a part of it as a corporate sponsor or advertiser and be showcased in our souvenir guidebook.

This year's theme is ***Old Places, New Spaces***

Since the first house tour some 25+ years ago, Harlem in general and the Mount Morris Park area in particular have seen both thoughtful new builds and the restoration of iconic neighborhood treasures. This tour will take you inside some of each—from cutting-edge contemporaries and creative updates to classic elegance that retains the glamour of a bygone era and eclectic combinations that meld bits of all the best. In short, the places and spaces that we call home.

The Annual House Tour is MMPCIA's signature fundraiser. Its proceeds enable us to provide scholarships, produce forums and host events that bring neighbors together as well as to tackle quality of life issues that affect community residents and business owners. The tour attracts visitors from all parts of NYC and the tristate area—many of whom are inspired to purchase houses and call Mount Morris home. We also attract national and international tourists enjoying a summer Sunday in one of Manhattan's go-to locations.

The accompanying guidebook is a high-quality publication that includes pictures and profiles of the houses, churches and other locations featured on the tour, along with a bit of Harlem history. And since the book is keepsake quality, many repeat visitors tell us that they use it for reference long after the tour is over and continue to support the featured businesses.

Our ads represent the broad range of industries and individuals that are an integral part of our community. For restaurants and eateries, you may consider extending a ***Day of Tour only*** discount in the copy of your ad. (Please, ad text only, no coupons). We'll also include your location on the tour map. This is a great way to promote your business to house tour visitors and build long-term patrons. So take a look at the following pages for details on sponsorship, ad sizes and costs. Then contact Robb Pair (347.514.6042) or Donald Williams (917.691.8234) or email us at advertise@mmocia.org to reserve your ad, design a custom package or get more information. We look forward to your participation this year!

Best regards,

Robb Pair

Donald Williams

2015 House Tour Co-Chairs

Our Mission: The Mount Morris Park Community Improvement Association is a 501(c)(3) dedicated to preserving and revitalizing our Historic District and beyond, to fostering an environment of open and active opportunities, and to reflecting a spectrum of voices, ideas and opinions of those who share the neighborhood.

Celebrating our 26th Annual Historic Neighborhood House Tour

The 26th Annual Mount Morris Park House Tour
Sunday, June 14, 2015
Advertising Order Form

Contact Name(s): _____

Business Name: _____

Business Address: _____

Telephone: _____ Email: _____

Friend of MMPCIA Corporate Sponsorship:

\$7,500

- Inclusion of your name/logo on all event material, in house tour guidebook and 1 year on MMPCIA website
- Full page ad in guidebook
- 20% VIP discount on lamppost banner
- 5 complimentary house tour tickets
- Opportunity to sponsor VIP or after-party

Premium Full-Page Back Cover:

~~\$1,200~~ Sold!!

- Bleed available for cover ads
- Bleed size: 8.75" X 11.25"
- Trim size: 8.5" X 11"
- 15% VIP discount on lamppost banners
- 2 complimentary house tour tickets

Premium Full-Page Inside Front & Back Covers:

\$1,000 On Hold*

* wait list available for these pages

- Bleed available for cover ads
- Bleed size: 8.75" X 11.25"
- Trim size: 8.5" X 11"
- 15% VIP discount on lamppost banners
- 2 complimentary house tour tickets

Full Page Color Ad Inside Position:

\$800

- Live size: 7.5" X 10"
- No bleed available
- 10% VIP discount on lamppost banners
- 2 complimentary house tour tickets

Half Page Color Ad:

\$500

- No bleed available
- Live size: 7.5" X 5"
- 2 complimentary house tour tickets

Quarter Page Color Ad:**\$300**

- No bleed available
- Live size: 3.75" X 5"
- 1 complimentary house tour ticket

Additional Options:

- | | |
|--|-------|
| ▪ Ad created by MMPCIA designers (design fee only) | \$200 |
| ▪ Lamppost banner (see page 3) | \$500 |
| ▪ Lamppost banner (VIP discount w/ad) | \$___ |
| ▪ Existing banner renewal without ad | \$300 |

TOTAL: \$ _____

*If paying by Credit Card, please add a 3% service fee \$ _____

TOTAL: \$ _____

Ad Artwork should be digital and submitted as press quality pdf, jpeg or eps at 100% and 300 dpi. All photography should be CMYK. We can scan flat artwork. For any questions or concerns please email at advertise@mmpcia.org or call one of the Account Executives listed below:

I acknowledge that this form is a good faith contract with MMPCIA for the placement of and payment for the above advertising in the 2015 House Tour Guidebook.

I have submitted my materials as follows:

- ☐ Artwork submitted: Flat artwork
- ☐ E-mail digital artwork to: advertise@mmpcia.org
- ☐ Deadline for reservation and payment: Friday, May 1, 2015
- ☐ Deadline for camera-ready artwork: Friday, May 15, 2015

Full payment is due at time of reservation/order.

Check (payable to MMPCIA) # _____ Cash _____ Credit Card* (3% service fee) _____

Authorized signature: _____

Print Name: _____

Date: _____

Ad Account Executives: Robb Pair 347-514-6042 Donald Williams 917 691 8234

Display Your Business Logo

on Our Colorful Lamppost Banners



MMPCIA needs to refresh and add up to six new banners on the lampposts along Lenox Avenue – from W. 118 to W. 125 Streets. On the bottom of the 32" X 8" colorful banners is a unique 32" X 12" opportunity to display your logo.

These banners stay up for at least a year, so this is an excellent – and reasonable – way to keep your business name in the public view while you also support the community.

With the purchase of a House Tour Corporate Sponsorship or a Full Page ad in the guidebook, you're entitled to the VIP discount for the banner.

Don't miss out!

New Lamppost Banners: \$500

Renew Existing Lamppost Banners: \$300

Sample ad: restaurant special offer

