



Legacy of Leaders

Commemorative Book Tributes

The Detroit Economic Club's 75th Anniversary commemorative book traces three generations of DEC speakers whose perspectives from the podium reflect many of the greatest historical events since the Great Depression.

Donors to the DEC's 75th Anniversary Celebration will receive recognition in a special section of the book. Opportunities include:

LEGACY LEADER • \$100,000 & ABOVE

A full-page tribute ad including an executive photo and/or company logo with a 150-word copy block. **See example on Page 2 of this document.**

FOUNDING LEADER • \$75,000 - \$99,999

A half-page tribute ad including an executive photo or company logo with a 100-word copy block. **See example on Page 3 of this document.**

HERITAGE LEADER • \$50,000 - \$74,999

A quarter-page tribute ad including an executive photo or company logo with a 40-word copy block. **See example on Page 4 of this document.**

TRIBUTE LEADER • \$15,000 - \$49,999

An executive photo and name, or a company logo and name.

COMMUNITY LEADER • \$7,500 - \$14,999

An executive photo and name, or a company logo and name.

DISTINGUISHED LEADER • \$5,000 - \$7,499

Name printed in the book.

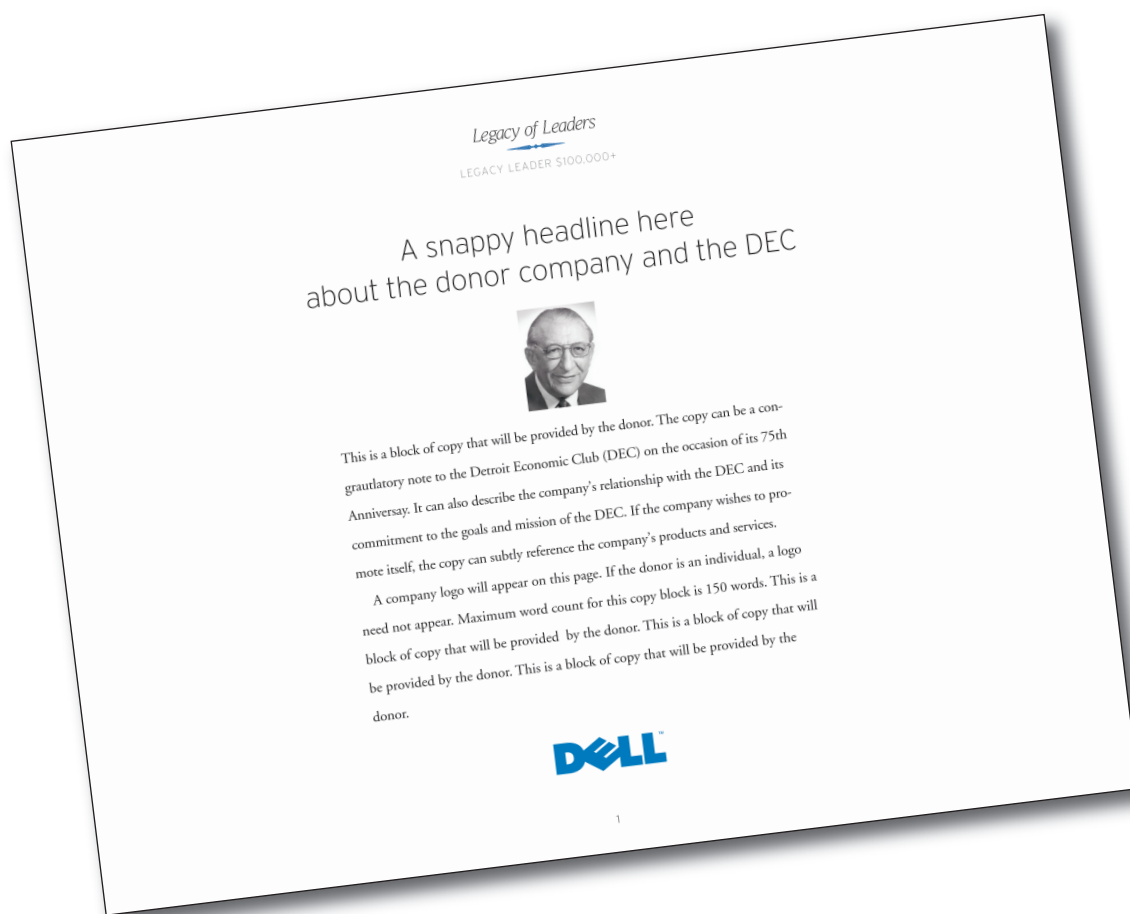
SUPPORTING LEADER • \$1 - \$4,999

Name printed in the book.

AD RESERVATION DEADLINE: May 28, 2010 **MATERIALS DUE:** June 4, 2010
SEND ART AND COPY TO: Sarah Armstrong, sarmstrong@econclub.org; 313-963-8547

Legacy of Leaders

LEGACY LEADER • \$100,000 & ABOVE • FULL PAGE



AD SPECIFICATIONS

Each Legacy Leader donor receives a full-page ad designed to match the sample above.

Donor provides:

- Approved text for the headline and a copy block of 150 words or fewer (submit a Word document).
- Executive photo and company logo if desired (high-res TIF or EPS file).

Publisher will:

- Proofread copy and will notify donor if errors are caught; proofs of the ad will not be provided.

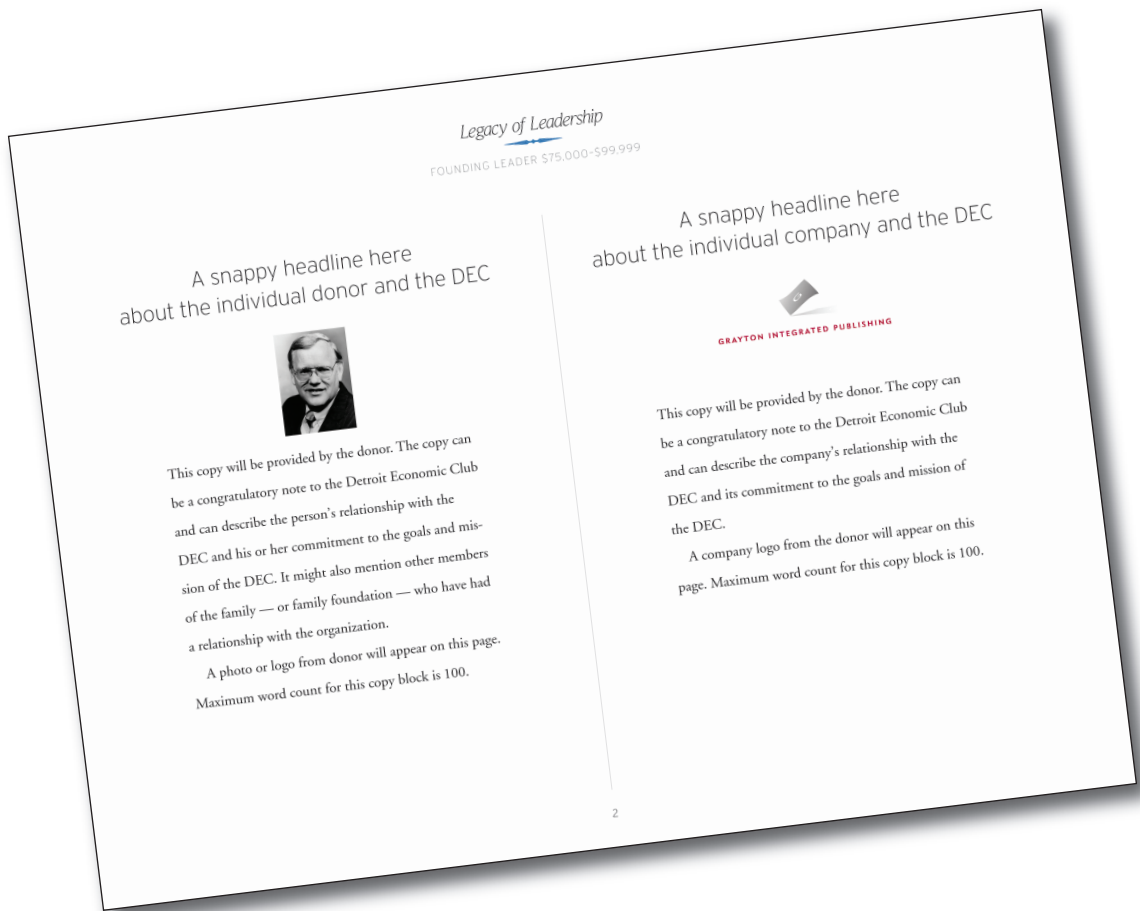
Copy guidelines:

- Copy can be a congratulatory note to the Detroit Economic Club on the occasion of its 75th Anniversary. It can describe the company's relationship with the DEC and its commitment to the goals and mission of the DEC. If the company wishes to promote itself, the copy should *subtly* reference the company's products and services.

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Legacy of Leaders

FOUNDING LEADER • \$75,000 - \$99,999 • HALF PAGE



AD SPECIFICATIONS

Each Founding Leader donor receives a half-page ad designed to match the samples above.

Donor provides:

- Approved text for the headline and a copy block of 100 words or fewer (submit a Word document).
- Executive photo or company logo (high-res TIF or EPS file).

Publisher will:

- Proofread copy and will notify donor if errors are caught; proofs of the ad will not be provided.

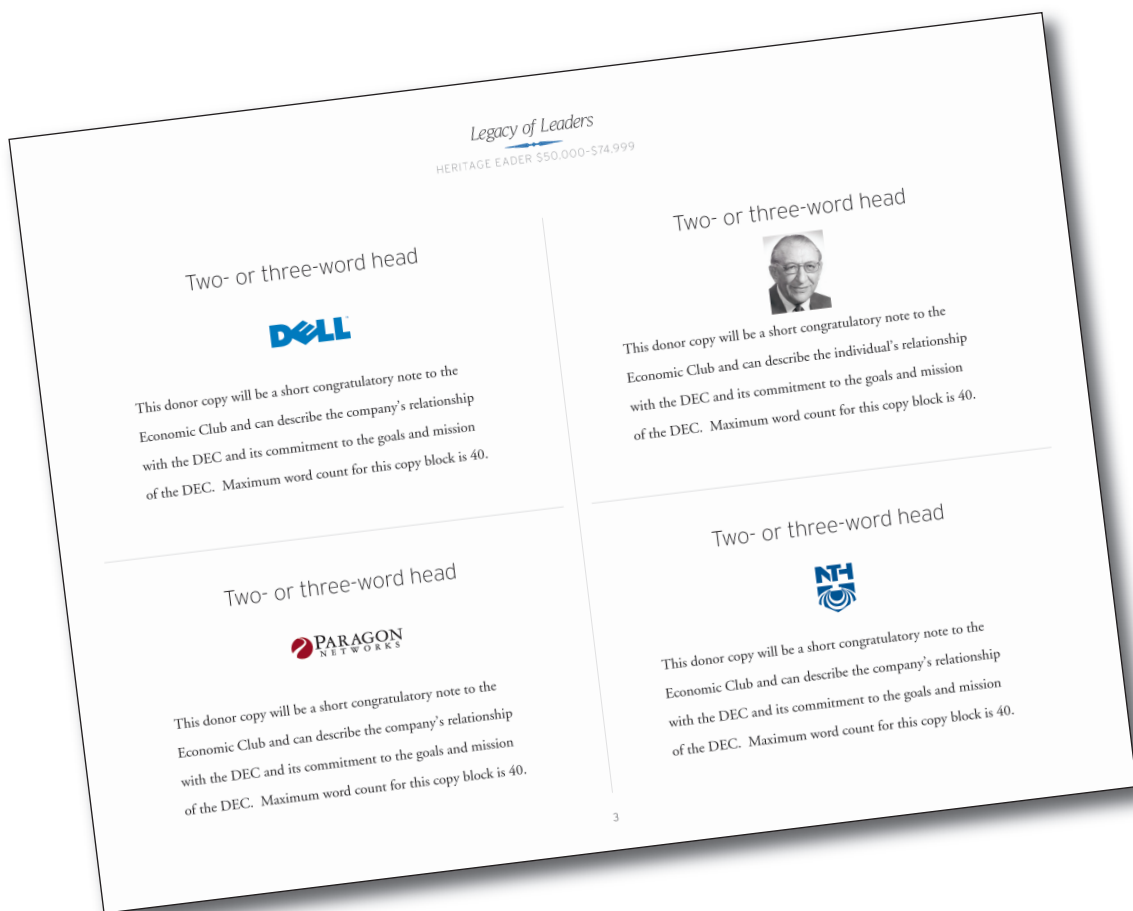
Copy guidelines:

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Legacy of Leaders

HERITAGE LEADER • \$50,000 - \$74,999 • QUARTER PAGE



AD SPECIFICATIONS

Each Heritage Leader donor receives a quarter-page ad designed to match the samples above.

Donor provides:

- Approved text for the headline and a copy block of 40 words or fewer (submit a Word document).
- Executive photo or company logo (high-res TIF or EPS file).

Publisher will:

- Proofread copy and will notify donor if errors are

caught; proofs of the ad will not be provided.

Copy guidelines:

- Copy can be a short congratulatory note to the Detroit Economic Club. It can describe the company's or individual's relationship with the DEC as well as the donor's commitment to the goals and mission of the DEC.

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