

A T A S T E O F ● I T A L Y I N A M E R I C A

primo

F&L

Italian Society and Club Cards

An advertising section in PRIMO magazine

Two Ad Sizes Available

One Inch: \$100.00 per year (six issues)

Two Inch: \$175.00 per year (six issues)

PRIMO is an ideal publication for you and your organization to place ads notifying our readers about the existence of your Italian club, society, or regional organization. Your ads will recruit new members and retain existing members of your club.

Almost daily, our office receives calls from readers inquiring about an Italian heritage, historical, or language club that they can join in their area. The influx of calls is proof of the demand of PRIMO readers to join an organization like yours.

This advertising section has been developed to satisfy this demand among our readers. The section, simply titled "Italian Societies & Clubs" is included in every issue of PRIMO. It will allow Italian American societies and clubs like yours to advertise at very low cost to assist you in gaining new members and retaining existing members.

You can either place a one inch size ad (2-1/4" wide x 1" tall/depth) or a two inch size ad (2-1/4" wide x 2" tall/depth). Your ad placement is good for an entire year! Each Italian society or club ad will be placed in the section in alphabetical order and the section will include a regional listing of the societies and clubs for easy reader access.

Do you want to place an ad? If yes, then please print and complete the following form, submit camera ready art and remit payment or billing information and send to: PRIMO, 2125 Observatory Place, N.W., Washington, D.C. 20007. For questions or comments about this advertising section, please contact Truby Chiaviello at 202-333-8620 or email at potompub@aol.com. Thank you for your interest!

Italian Societies & Clubs

PRIMO Advertising Section

Advertising Order Form

Please complete the following form and use the information below when preparing your advertisement.

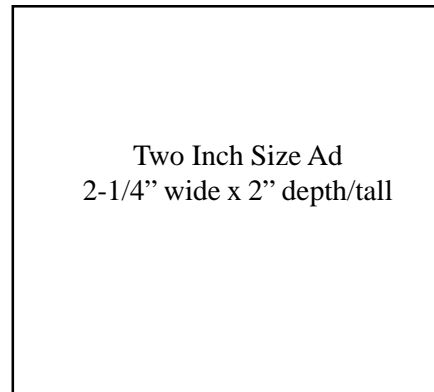
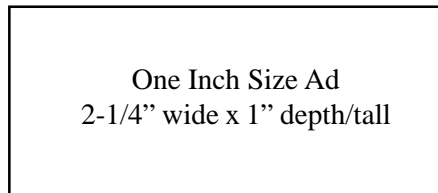
Your first and last name: _____

Italian society or club name: _____

Club/society address: _____

City: _____ State: ____ Zip: _____

Phone: _____ Fax: _____



Please check the ad size and price of your choosing:

One inch ad: \$100.00 per year (six issues) Two inch ad: \$175.00 per year (six issues)

Ad copy services for extra \$25.00 (PRIMO produces ad)

Check enclosed Bill me Paying by credit card M/C Visa AmEx Dis

Credit card #: _____

Expiration date: _____ Print name on card: _____

Please make check payable and send along with form and camera-ready art to PRIMO, 2125 Observatory Place, N.W., Washington, D.C. 20007, (t) 202-333-8620, (f) 202-333-8786, potompub@aol.com.

Preferred ad copy materials: Digital ads via CD, 100 MB Zip disc or diskette with hard copy proof. Email attachments and electronic files are accepted in PDF format. Please contact Truby Chiaviello for assistance at 202-333-8620 or potompub@aol.com.