

324 S. Harrington Street | PO BOX 12583 | Raleigh, NC 27605 | tel 919-834-2437 | fax 919-834-3404 | [www.aas-c.org](http://www.aas-c.org)

Greetings, Patrons of the Arts!

Thank you for your interest in Works of Heart 2009, the Triangle's Art Auction Against AIDS, which is being held this year on Saturday, November 7.

As the Alliance of AIDS Services - Carolina celebrates the 19<sup>th</sup> anniversary of this extraordinary event, we are proud to say that Works of Heart stands alone as *the* premiere charity art auction in North Carolina. Participating artists donate their work so that 100% of the auction's proceeds can be applied to the community in which we serve—those living with HIV/AIDS, their loved ones and their care givers in the Triangle and surrounding areas.

Since 1991, Works of Heart has raised over \$1M through the sale of an amazing collection of original artwork—oils, pastels, ceramics, photography, sculpture, jewelry, mixed media, and more.

*By advertising in the Works of Heart auction catalogue, you have the ability to reach over 800 of the Triangle's most dynamic and recognized arts patrons and collectors who will be participating in the live and silent auctions this year. Not only is your business investing in and supporting its own community, but you're making a wise business decision.*

We appreciate your interest in Works of Heart, and hope that you will consider advertising in the 2009 catalogue. Additional information on pricing is attached.

Please join us as we remember those lost, those living, and those we must protect.

Sincerely,

A handwritten signature in black ink, appearing to read "John Paul Womble".

John Paul Womble  
Director of Development and Public Affairs

*The Alliance of AIDS Services – Carolina is the only agency in NC providing a full continuum of care to individuals living with HIV/AIDS; these services include pastoral care and counseling, substance abuse treatment, mental health counselors, nutritional counseling with a registered dietician, medical and non-medical case management, and family care homes. We stand alone as THE principal public policy leader with initiatives in the state of NC for people at risk or living with HIV.*

RALEIGH • Under One Roof • 23 Sunnybrook Road • Suite 191 • Raleigh, NC 27610 • tel 919-212-9500 • fax 919-212-9456  
DURHAM • 107 North Driver Street • Durham, NC 277703 • tel 919-596-9898 • fax 919-598-1782  
CHAPEL HILL • Orange County • tel 919-968-7998

*Our Mission is to serve people living with HIV/AIDS, their loved ones, caregivers, and communities at large, through compassionate and non-judgmental care, prevention, education and support.*



*We remember...  
those lost, those living and those we must protect.*

# THE 19<sup>TH</sup> ANNUAL WORKS OF HEART

THE TRIANGLE'S ART AUCTION AGAINST AIDS  
SATURDAY, NOVEMBER 7, 2009

## AD RATE SHEET

As the Alliance of AIDS Services - Carolina celebrates the 19<sup>th</sup> anniversary of this extraordinary event, we are proud to say that Works of Heart stands alone as the premiere charity art auction in North Carolina. Participating artists donate their work so that 100% of the auction's proceeds can be applied to the community in which we serve—those living with HIV/AIDS, their loved ones and their care givers in the Triangle and surrounding areas. Since 1991, Works of Heart has raised over \$1M through the sale of an amazing collection of original artwork—oils, pastels, ceramics, photography, sculpture, jewelry, mixed media, and more. Over 800 of the Triangle's most dynamic and recognized arts patrons and collectors participated in the live and silent auctions.

Ad Size	Dimensions	Cost	Tickets
Business Card – Horizontal	3" w x 1.75" h	\$150	2
Business Card – Vertical	2" w x 3.5" h	\$150	2
One-third page	4" w x 3.5" h	\$250	2
Half Page – Horizontal	6.25" w x 3.5" h	\$500	4
Half Page – Vertical	3" x 7.25"	\$500	4
Full Page	6.25" w x 7.25" h	\$1,000	6

### ELECTRONIC ADVERTISING SPECS

Ads are preferred in PDF format by e-mail. Please e-mail ads to [ads@worksofheart.org](mailto:ads@worksofheart.org). If larger than 5 MB please contact us at [ads@worksofheart.org](mailto:ads@worksofheart.org) for FTP info. If you would prefer to mail your ad to us on a CD, see instructions below.

PDF files must be "print ready"—all fonts embedded and final file resolution no lower than 150 dpi with image and line art resolutions the same as specified above. Any ads supplied in an unalterable form will be considered proofed by the supplier. Works of Heart will not be responsible for mistakes contained within these files.

All ads are black and white. Save photos in grayscale mode in .tif or .jpg format at no lower than 150 dpi at actual size. All scanned line art (including any typography on business cards) should be scanned in .tif or .eps format at 300 dpi at actual size.

Ads may also be submitted in .tif or .jpg format provided resolution is no lower than 150 dpi at actual size.

Mail customer-supplied artwork (CD) to: Works of Heart Catalogue Production, PO Box 12583, Raleigh NC 27605. Digital files should be sent to: [ads@worksofheart.org](mailto:ads@worksofheart.org).

### ADVERTISING PRODUCTION DATES

Production Materials Due September 5, 2009  
Camera Ready Art Due September 15, 2009  
Publication Date October 6, 2009



Fairview XXIV | Marriott Little | 36" x 36"

**QUESTIONS?** Call the Alliance of AIDS Services – Carolina at 919-834.2437.



THE TRIANGLE'S ART AUCTION AGAINST AIDS  
SATURDAY, NOVEMBER 7, 2009

2009  
ADVERTISING  
AGREEMENT

ADVERTISER \_\_\_\_\_

Bill To \_\_\_\_\_

Name/Primary Contact \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_ City/State \_\_\_\_\_ ZIP \_\_\_\_\_

Mailing Address \_\_\_\_\_ City/State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Production Contact \_\_\_\_\_ Company \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

DUE DATES:	PRODUCTION MATERIALS	CAMERA-READY ART	PUBLICATION DATE
	Sept. 5, 2009	Sept. 15, 2009	Oct. 6, 2009

- **Customer-supplied artwork on CD** – mail to: Works of Heart Catalog Production | PO Box 12583 | Raleigh NC 27605
- **Customer-supplied artwork digital files** – send to: [ads@worksofheart.org](mailto:ads@worksofheart.org)

Ad Size \_\_\_\_\_ Dimensions \_\_\_\_\_ Cost \_\_\_\_\_

Special Notes/Instructions \_\_\_\_\_

Check attached     MasterCard     VISA     AMEX     Diners Club     Invoice for Balance

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Name on Card \_\_\_\_\_

Printed Name \_\_\_\_\_ Telephone No. \_\_\_\_\_

*This advertising agreement (hereinafter "Agreement") is entered into this \_\_\_\_ day of \_\_\_\_\_, 20\_\_ by and between \_\_\_\_\_ (hereinafter "Advertiser") and the Alliance of AIDS Services – Carolina (hereinafter "Alliance"). Advertiser agrees to purchase a \_\_\_\_ -page ad in the \_\_\_\_ Works of Heart Catalogue (hereinafter "Catalogue Ad"). In consideration of the Alliance providing the Catalogue Ad for the Advertiser, Advertiser agrees to pay the cost of the Program ad in the amount of \$\_\_\_\_, payable in full without offset or adjustment within 30 days of invoice date.*

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Printed Name \_\_\_\_\_ Title \_\_\_\_\_

Alliance Representative \_\_\_\_\_ Date \_\_\_\_\_

*John Paul Womble, Director of Development and Public Affairs*

