



Cupsaw Lake Improvement Association

Ringwood ~ New Jersey

70th Anniversary

Dear Friend of Cupsaw Lake,

We are pleased to announce this year is Cupsaw Lake's 70th anniversary! In commemoration of this historic event we are publishing a 70th Anniversary Magazine. This magazine will be over 30 pages using heavy stock paper, in *full color*, bound with a spine, full-size 8.5x11, and include:

- *A history of Ringwood*
- *A history of Cupsaw Lake...from its inception in 1944...concentration on its most recent history*
- *Dozens of photos and documents illustrating the Lake's history and its place in Ringwood lore*
- *Coverage of Cupsaw's clubs/organizations/committees and the role they play in Cupsaw Lake*
- *Fun facts and memorabilia*
- *Boosters and advertising that will be of interest to Cupsaw Lake member families and those who love Ringwood*

This is Cupsaw Lake's first magazine in 20 years. We anticipate a press run of at least 1,000 copies. While the publication will be in the households of Cupsaw Lake member families, it will also be sold to the general public, including out of town residents. (We already have a mailing list from many requests!)

Please take a moment and think about placing an ad for your business in this commemorative publication. To help, we've attached an ad submission form. Ads will appear in full color on glossy heavy-stock paper. It's going to be impressive, a keepsake that people will refer back to time and time again!

We've extended our advertising submission deadline to April 21, 2014.

Thank you for your consideration. We look forward to hearing from you.

Sincerely,

Cupsaw Lake 70th Anniversary Magazine Committee

Stephanie Clark
Julie Rettstatt
Thad Talty

70thMagazine@cupsawlake.org

2014 Cupsaw Lake Improvement Association, Inc.

Net proceeds from the sale of this magazine will go toward printing costs and Cupsaw Lake's 70th Anniversary celebrations. Thank you for your support!



Cupsaw Lake Improvement Association

Ringwood ~ New Jersey

70th Anniversary

This Is An Opportunity To Advertise In Cupsaw Lake's 70th Anniversary Magazine!

Your Name: _____

Name of Business: _____

Business Address: _____

Business Telephone: _____

Email: _____

Business Website: _____

ADVERTISING RATES AND APPROXIMATE DISPLAY SIZES

Cover (inside back/front)	\$350	7.5x10	<u>Sold Out</u>
Full Page	\$300	7.5x10	_____
Half Page	\$200	7.5x5	_____
Quarter Page	\$150	3.75x5	_____
Eighth Page	\$100	business card	_____

You can also scan and email this form with your artwork and use our postal address to submit payment.

Note: Ad positions/size are first come, first serve / Eighth Page: You can use your business card

Artwork Submission Guidelines: You can choose to use a previous ad that you've placed elsewhere or send in new artwork— we are happy to work with you on your ad. Include any photos or artwork you would like in your ad. (Camera-ready ads may be mailed to our postal address below, but we prefer you scan and email.) Any artwork submitted should be in JPG, PDF, Pages or MSWord and must be submitted digitally, via email or on disk. Artwork or photos embedded in Word or Pages must be submitted separately as well. Email to 70thMagazine@cupsawlake.org

Questions: Contact Thad Talty at 70thMagazine@cupsawlake.org or (201) 446-4331

Note: You will receive one copy of the Cupsaw Lake 70th Anniversary Magazine for each ad you place. (Additional copies available for purchase.)

Extended: Deadline for submissions of advertising is April 21, 2014

Please make your check payable to: **Cupsaw Lake Improvement Association, Inc.**

Send this form, payment and artwork to: **CLIA 70th Anniversary Magazine**

c/o Thaddeus Talty

86 Cupsaw Drive, Ringwood NJ 07456