

Help Support Mata Amritanandamayi's (Amma's) Visit to New York in 2012 By Placing an Ad in our Program Guide

December 2012

Dear Sir/Madame:

In the summer of 2012, Sri Mata Amritanandamayi, an internationally renowned humanitarian leader and spiritual teacher, will lead a three day program in Midtown Manhattan as part of a 9 city US Tour. Amma, or the Hugging Saint as she is affectionately known, has touched and inspired millions through a vast network of charitable activities collectively known as Embracing the World. Since 1993, Amma has been increasingly recognized by the world community for her deep spiritual wisdom and unique blend of practical insight.

Amma has been regularly invited by international organizations including the United Nations to address the issues of religious differences, environmental issues and for establishing peace. The Interfaith Center of New York recognized Amma with the 4th annual James Parks Morton Interfaith Award in 2006. Most recently, SUNY Buffalo honored Amma with an honorary doctorate in humane letters (2010).

This year we estimate more than 15,000 people will attend Amma's programs in New York. Nationally, Amma also visits Seattle, San Francisco, Los Angeles, Albuquerque, Dallas, Chicago, Washington D.C., New York, and Boston. Overall, in excess of 75,000 individuals attend. At each event, a free Program Guide is distributed to attendees with information about Amma, her charitable activities, and the program.

To help support this event, we are contacting individuals and business owners who may be interested in advertising in this Program Guide. The funds raised through these ads help to support Amma's visit. You may elect to take out an ad in the guide that will be visible to only those attending the New York programs, or you can place an ad that will appear in all guides in each city on the tour.

We have attached a rate sheet with ad sizes, specifications, and contact information. If you would like more information about Amma's Embracing the World organization, please visit www.embracingtheworld.org, or contact the New York Program Guide coordinator listed below.

The deadline for placing ads is February 25, 2012.

MA Center is tax exempt under Section 501 (c) (3) of the Federal Tax laws. Please consult with your tax advisor regarding deductibility.

Thank you for considering the possibility of supporting Amma's visit to NY through your ad. We hope to hear from you soon.

Regards,

Tel: _____ Email: _____
Program Guide Advertising Representative
Amma's 2012 NY/NJ Program



MATA AMRITANANDAMAYI CENTER

December, 2011

Dear Business Owner,

Next summer, our charitable organization will be holding events in 9 cities across the US. Sri Mata Amritanandamayi (also known as Amma), an internationally renowned humanitarian leader and spiritual teacher, will lead the programs. The programs are spiritual gatherings during which individuals spend time with Amma. As part of the event, free Program Guides are distributed to attendees as a keepsake.

To help support these events, we are contacting individuals and business owners who may be interested in advertising in the Program Guide on a national level.

The events are being held in the following cities – Seattle, WA; San Ramon (Bay Area), CA; Los Angeles, CA; Albuquerque, NM; Dallas, TX; Chicago, IL; Washington DC; New York, NY; and Boston, MA.

This upcoming year, we are expecting an attendance in excess of 75,000 people across the country. The majority of the attendees are from the surrounding areas. With such an attendance, a National Ad is an effective means of reaching many individuals across the nation.

The 2012 guide will follow a similar format as that of the 2011 guide from an advertisement perspective. Contact information, ad sizes and rates and a contract form are attached. The deadline for placing national ads is February 25th, 2012.

MA Center is tax exempt under Section 501(c) (3) of the federal tax laws. Please consult with your tax advisor regarding deductibility.

Thank you for your consideration and we hope to hear from you.

P.O. Box 613, San Ramon, CA 94583-0613, U.S.A.
Email: PG@amma.org

Program Guide Ad -Sales form - New York



Amma's Summer Tour Program Guide is distributed to those attending the programs at each Tour city. The cities that are part of the Tour are:

Seattle,WA; Bay Area,CA; Los Angeles, CA; Albuquerque, NM; Dallas, TX; Chicago, IL;
New York City, NY; Washington, D.C; Boston, MA

If you wish to place an ad, please fill out the form below and mail to : Steve Abrahams, PO Box 655, San Ramon, CA, 94583 or e-mail sabrahams538@yahoo.com.

Ad Dimensions/Rates

National ads will appear in the Program Guides in all cities on the 2012 Tour, Local ads will appear only in the selected city Program Guide.

<i>Quarter page ad- 2" x 3"</i>	
<i>Full page ad- 4.125" x 6.125"</i>	
<i>Half page ad - 4.125" x 3"</i>	

Black and White: (N – National, L – Local)

Full page: 4.125" w x 6.125" h - N: \$800 L: \$325

Half page: 4.125" w x 3" h - N: \$500 L: \$200

Quarter page: 2" w x 3" h - Local only: \$125

Color pages:

Full page: 4.125" w x 6.125" h - N: \$1500

Half page: 4.125" w x 3" h - N: \$950

Thank you for supporting Amma's USA Tour with your advertisement.

*MA Center is tax exempt under Section 501(c)(3) of the federal tax laws.
Please consult your tax advisor to determine deductibility*

Name of Ad (Business or Individual/Family mentioned in ad):

Ad Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Ad copy instructions:

I would like my ad to appear in all cities on the 2012 tour (National) _____

I would like my ad to appear in only this city only (Local) _____

Ad size: (circle one): **full** **half** **1/4 (loc ads only)**

Please select one of the following:

___ I would like to use the same ad copy as last year

___ I will send a new ad according to the new specified dimensions

___ I would like you to design the ad for me (please include all copy and instructions)

___ Comments _____

Ad can be in any of the following file formats - TIFS, JPEGs and EPS, and PDF with the fonts embedded.

It is very important that all files be hi-resolution at 300 DPI, and that all fonts are embedded in the file. Otherwise your ad will not print properly. Please do not send Microsoft Word files.

If you have any questions regarding ad preparation or design, please contact Maheshi at patopatty@yahoo.com

Payment instructions:

Checks should be made payable to: **MA Center** and must be received with the ad request. *MA Center is tax exempt under Section 501(c)(3) of the federal tax laws. Please consult your tax advisor to determine deductibility. **To be included, all ads must be received by February 25th, 2012*** The MA Center reserves the right to reject any ad copy at its sole discretion

Payment Method (circle one): **Cash** **Check** **Credit Card**

Amount :

I have enclosed my check (payable to M.A. Center)/ credit card details towards the payment for this ad.

Name on Card: _____

Card Number: _____ Exp. Date: ____/____

Cardholder Signature: _____ (Signature Required)