



P.O. Box 360, Prather, CA 93651

(559) 289-3415

June 12, 2013

Howdy Friends, Neighbors and Fellow Business Folks:

In an effort to help us all promote the Shaver Lake region, two Direct Mail pieces are being prepared in conjunction with the Fourth of July Celebration.

The first is 2,500 8.5 x 11 Post Cards, printed two sides in full color that will be directly mailed to approximately 1,960 individuals listed as property owners in this general area to their primary address. There are 14 slots open for 1/8 page ads. The cost is \$195 per ad. The Talahi Media Arts staff will prepare the ads for your approval at no extra cost. If you have artwork that you would like to submit, please send it along to ed@talahi.com. The ad size is 3 7/8" wide by 2 1/2" high. These postcards will be mailed around June 27. The extra ones will be available as handouts to those interested.

The second is 10,000 8.5 x 11 Post Cards, printed two sides in full color that will be mailed using the Every Door Direct Mail program to approximately 6,228 residents and business in Auberry, Big Creek, Clovis (foothill residents), Friant, Lakeshore, Prather, Shaver Lake and Tollhouse. The 3,500 postcards that are not mailed will be available for local businesses and the CLM campsites to pass out at their convenience. Again, there are 14 slots open for 1/8 page ads. The cost is \$225 per ad. The Talahi Media Arts staff will prepare the ads for your approval at no extra cost. If you have artwork that you would like to submit, please send it along to ed@talahi.com. The ad size is 3 7/8" wide by 2 1/2" high. These postcards will be mailed June 26.

All ad space is offered on a first, come, first served basis. However, if more than 14 requests are made for both or either of these scheduled projects, an effort will be made to create an additional piece so everyone can be accommodated.

All submitted artwork and artwork approvals must be received by June 19. If you have questions, please contact me at your convenience. Make checks payable to Talahi and send to the above address or use PayPal.com. Our user name is ed@talahi.com.

Please call if you have any questions.

Ed Delaney