



## Your mission:

### BE FUNNY, FOR CRYIN' OUT LOUD!!!!

- Get your ad noticed; dare to be different.
- Try your hand at Follies comedy.
- Run it by the lawyer, if you must, but run it in da book!!!!

The funniest ad in this year's program book will receive a special mention during the evening's festivities and, of course, a fabulous one-of-a-kind prize.

### Beat last year's winner! Size does not matter!

RUNNER UP LAST YEAR:



### "Alternative Facts" About The Follies

- The first Follies was held in 1641. Original cast included: Roger Williams, Anne Hutchinson, and M. Charles Bakst.
- Tonight's Follies drew well over 1.5 million Rhode Islanders to the Venus de Milo.
- "Cooler and Warmer" was a yuge success! Follies ticket sales to Icelandic skateboarders up 1000%.
- Meryl Streep is so overrated and Rob "The Bob" Rainville is so underrated!
- This year's Mystery Guest will be a MAJOR star – almost as popular as 3 DOORS DOWN! Almost.



#### The truth is "Alternative Facts" are not facts.

*I am grateful to the media for objectively reporting facts and holding government accountable. Thank you to Rhode Island's many talented journalists who are dedicated to uncovering the truth and reporting it with fairness and accuracy. Your work strengthens, sustains, and informs us.*

RHODE ISLAND'S  
**JACK REED**  
For United States Senate

Paid for by The Reed Committee

LAST YEAR'S WINNER:



# THE FOLLIES

Be creative!

# STEP 2: YOUR AD

### PRESENTED BY THE PROVIDENCE NEWSPAPER GUILD

1 Fulton Street  
Suite 204  
Providence, R.I. 02903  
(401) 421-9466  
Fax: (401) 421-9495  
e-mail: png1@verizon.net  
www.riguild.org



**TNG-CWA, AFL-CIO**  
**Local 31041**

GCC/RT 21-M



# Who?

**ANYONE WHO HAS A MESSAGE THEY WANT TO GET ACROSS** to more than 800 people who show up at this A-list event, a veritable who's who in political, media, business, labor, and social activism circles from the Biggest Little. In short, almost everyone is there who you regularly see in the newspapers, on television, or hear on the radio.

# What?

**THE INDISPENSABLE, MUST-HAVE, KEEPSAKE GUIDE TO THE FOLLIES** is distributed free to all of the evening's attendees.

Your ad, next to titillating R.I. trivia, cast bios, and lyrics to the show's songs, make this an advertising opportunity not to be missed.

- **Full Page: \$400**  
7.5"(height) 4.5"(width)
- **Half Page (horizontal): \$200**  
3.58"(height) 4.5"(width)
- **Half Page (vertical): \$200**  
7.5"(height) 2"(width)
- **Quarter Page (horizontal): \$100**  
2"(height) 4.5"(width)
- **Quarter Page (vertical): \$100**  
3.58"(height) 2"(width)

### PREMIUM ADS:

Full page ad space is available on the back cover and on both the front and back inside covers for \$500 per page.

**FIRST COME, FIRST SERVED!**

# Where?

**ON EACH OF THE 800 BUTTER PLATES AT THE VENUS DE MILO IN SWANSEA, MASSACHUSETTS.**

# When?

**DEADLINE! DEADLINE! DEADLINE! FEBRUARY 2 AT NOON.**

Ads must be received by February 2 at Noon so we can make it to the Venus on time.

# Why?

### CAMERA READY:

Your ad should be submitted in a camera-ready format, which means it should look exactly the way you would like it to look, in the exact size configuration. (We can, and will, do some typesetting free of charge.)

**PDF, TIFF, EPS AND JPEG FILES** can either be emailed or forwarded to us on a disc.

### QUESTIONS:

Contact the Guild office at (401) 421-9466 or email at png1@verizon.net

# How?

### FOLLIES AD ORDER FORM:

**Person or group featured in the ad:**

\_\_\_\_\_

**Address :**

\_\_\_\_\_

**Contact person:** \_\_\_\_\_

**Phone number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

### Ad size:

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3.58"(height) 2"(width)

**Amount enclosed:** \_\_\_\_\_

### PLEASE ENCLOSE YOUR AD.

(Avoid folding ad.)

### MAKE CHECKS PAYABLE TO:

PROVIDENCE NEWSPAPER GUILD

### RETURN AD AND PAYMENT BY NOON, FEBRUARY 2, TO:

Providence Newspaper Guild  
1 Fulton Street, Suite 204  
Providence, RI 02903

(Bend, fold and mutilate here)