



ALPHA PHI ALPHA FRATERNITY, INC. &
ZETA SIGMA LAMBDA FOUNDATION

P.O. BOX. 50026 SAN DIEGO, CA 92105

Martin Luther King Jr. Day Parade

The Zeta Sigma Lambda Foundation, and Alpha Phi Alpha Fraternity, Inc. are coordinating the Martin Luther King, Jr. Parade in downtown San Diego on Harbor Dr.. This public celebration seeks to unite San Diegans around the principals, ideals and legacy of Dr. King. Over 150 organizations representing the talents, culture and diversity of San Diego County and City participate each year.

The Zeta Sigma Lambda Foundation is asking you, our participants and friends, to help support the Scholarship Fund by purchasing an advertisement in the Martin Luther King Day Parade Souvenir Program. The Souvenir Program will contain photographs and advertisements of all parade participants who subscribe to this publication. The Souvenir Program will be distributed at the San Diego Multi-Cultural Festival, MLK Breakfast, and MLK Parade.

As a subscriber, you have a choice of the following advertising selections:

- | | |
|--|----------|
| 1. Full page (7.25(W) x 9.25(H)) | \$250.00 |
| 2. Half-page (7.25(W) x 4.5(H)) | \$125.00 |
| 3. Quarter-page (3.5(W) x 4.5(H)) | \$75.00 |
| 4. Business Card Eighth page (3.5(W) x 2.1(H)) | \$35.00 |
| 5. Patron ad Eighth page (3.5(W) x 2.1(H)) | \$25.00 |

For additional information, please contact Norris A. Charles, Advertising Coordinator at (858) 277-3462 or anthum@aol.com or info@alpha-zsl.org.

Thank you for your support.

Sincerely,

Brian Samuels
MLK Parade Committee

ORDER FORM
Martin Luther King Jr. Day Parade
Souvenir Program

If you are interested in purchasing an advertisement in the Martin Luther King Day Parade Souvenir Program, please fill out the order form below and return it by December 31th to the following email address info@alpha-zsl.org. Please include separate sheets for multiple ads or business cards. Digital / electronic file submission is preferred. Please include a PDF, TIFF or JPG file of your advertisement to be included. If sending hard copies please use the following address, P.O. Box 50026 San Diego, CA 92105.

Advertisement prices are:

- | | |
|--|----------|
| 1. Full page (7.25(W) x 9.25(H)) | \$250.00 |
| 2. Half-page (7.25(W) x 4.5(H)) | \$125.00 |
| 3. Quarter-page (3.5(W) x 4.5(H)) | \$75.00 |
| 4. Business Card Eighth page (3.5(W) x 2.1(H)) | \$35.00 |
| 5. Patron ad Eighth page (3.5(W) x 2.1(H)) | \$25.00 |

Name: _____

Address: _____

Phone: _____ Ad size: _____ Price _____

Message

Payment Options:

Pay online via Paypal at: alpha-zsl.org/Payments_ZSL_Foundation.html

or

Make checks payable to: Zeta Sigma Lambda Foundation

Mail checks and this order form to: Zeta Sigma Lambda Foundation, P.O. Box 50026 San Diego, CA 92105

For additional information, please contact Norris A. Charles, Advertising Coordinator at (858) 277-3462, or anthum@aol.com or info@alpha-zsl.org.