



2011 Wine Country Face-Off

February 18th – 21th, 2011

SNOOPY'S Home Ice, 1667 West Steele Lane, Santa Rosa, CA 95403

PROGRAM ADVERTISING OPPORTUNITIES

The program for this year's Wine Country Face-Off will include approximately 50 pages of information about the tournament and our community. In addition to the welcome comments, tournament information, team pictures, action photos, and tourist information, we would be honored to include an advertisement from your business. Sample pages attached.

	B/W	Colour
Full Page: (8" w x 10.5" h + 3/4" bleed)	\$200	\$400
Half Page Horizontal (8" wx5" h)	\$125	\$200
Half Page Vertical (3.75" wx10.5" h)	\$125	\$200
Quarter Page (3.75" wx4.5" h)	\$100	\$170
Business Card (3.5" wx2" h)	\$45	\$75
Inside Front and Inside Back Full Page (8" w x 10.5" h + 3/4" bleed)	N/A	\$575
Back Cover Full Page (8" w x 10.5" h + 3/4" bleed)	N/A	\$575
Inside Center Fold Full Page (8" w x 10.5" h + 3/4" bleed)	N/A	\$550
Hockey Gram* (3.5" wx4.5" h)	N/A	\$20

BOOKING DEADLINE: Ad size, location request must be submitted by **January 21st, 2011**. For bookings after this date please call Claudia at 707.658.2948, to check remaining availability.

ART WORK DEADLINE: Print ready files must be submitted with payment by **January 28, 2011**. Make checks payable to **SRJHC**. Be sure to include business and contact name, size, and preferred location of ad.

LATE SUBMISSIONS: Print ready artwork received after January 28, 2011 will incur a \$25 rush fee. Non-print ready (if it needs to be designed by us) received after January 28th, 2011 will incur a \$50 rush fee.

***HOCKEY GRAMS** are not advertisements (but DO follow all ad specs and deadlines) they are pictures of your favorite player along with an attached message. Eg: "Go Johnny #10", "Go Flyers", "Love Mom & Dad". **Important:** See *IMAGES* note below.

RINK SIDE BANNERS are available. Call for pricing.

PRODUCTION GUIDELINES:

PREFERRED FILE TYPE: High Resolution PDF/X-1a

ACCEPTED FILE TYPES: InDesign CS+
Illustrator 8.0+ .ai or .eps
High Resolution Photoshop 6.0+ or Tiff (min 300 dpi)

PREPARING PRINT READY FILES: Crop marks are not required. Please ensure all fonts are outlined to avoid misrepresentation of your typefaces. (Select Type > Create Outlines in InDesign or Illustrator). Please note: ads built in Photoshop will produce blurry text when printed. **Ads built in Microsoft words, PowerPoint or Publisher will not be accepted.**

IMAGES: All images must be at least 300dpi (and not compressed). Colour mode should be set to either CMYK OR Grayscale. There should be no extra channels. If it's blurry when you send it, it will be blurry when we print it.

LOGOS: Logos should preferably be a vector Illustrator 8.0+ EPS with all fonts outlined. A 300dpi Photoshop TIFF file would also be acceptable. Colour mode should be set to either CMYK OR Grayscale. (no pantones)

COLOR: Color ads should not contain any Pantone or RGB colour spaces. Colour should be set to either CMYK OR Grayscale.

SENDING FILES TO US: Email your file to WCFOProgram@santarosaflyers.org if under 5mb.

Mail printed art or digital art on CD (with printed proof) to: Claudia Irvine – WCFO, 37 Augusta Cir, Petaluma CA 94952.

PRODUCTION INQUIRIES: If you have questions regarding how to set up your ad please contact Claudia at 707-776-7189

**AD BOOKING MUST BE MADE BY
JAN 21st, 2011**

**ARTWORK & PAYMENT MUST BE
SUBMITTED BY JAN 28th, 2011**

**Submit ARTWORK & Payment by
Jan 14, 2011 for a 10% Discount**

SANTA ROSA, CA

JUNIOR HOCKEY CLUB

INSIDE >

**HOCKEY
GRAMS**

\$5

TEAM ROSTERS

TOURNAMENT RULES

TOURNAMENT SCHEDULE

Sample Only

FEB 11-15, 2010

SNOOPY'S HOME ICE

REDWOOD ICE ARENA | 1667 WEST STEELE LANE | SANTA ROSA CA





Kim C. Hutcheon
The Duran Group
REALTOR®

CHAIRMAN'S CIRCLE OF
2010
Excellence



460 Mission Blvd.
Santa Rosa, CA 95409
CELL: 707.494.9278
OFFICE: 707.537.2394
FAX: 707.537.7427
E-MAIL: khutcheon@fhallen.com
www.DuranGroupRealty.com
Lic. # 01207046



FROM SINGLE VANITIES AND CLOSETS TO ENTERTAINMENT CENTERS AND KITCHENS *We do it all!*



A FLYER FAMILY BUSINESS

craig.christensen@powellssweetshoppe.com

Craig Christensen
Owner/Candy Man



LIFE HAPPENS AT POWELL'S

720 McClelland Drive
Windsor, CA 95492
(707) 836-0808
(707) 836-0808

Sample Only



*Award-Winning
Home Style Cooking*



www.SamsForPlayCafe.com

Tel: 707-528-2929 / Fax: 707-528-1429

Box Lunch Delivery • Full Service Catering • Private Banquet Room

Two Restaurant Location • Open 7 Days A Week

1024 Sebastopol Rd
Just off Highway 12 between Stony Point and Dutton Ave
707-528-0506

2630 Cleveland Ave
Just off Highway 101 near Coddington
707-528-2929

**PRACTICE HARD,
PLAY HARDER**

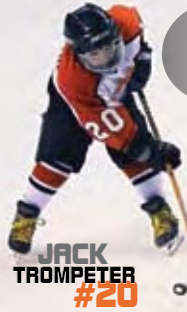


Have a great tournament
Dukotah

Coach Jeff (Dad)
& all the Squirrels!

SANTA ROSA FLYERS

HAVE A BLAST AND SKATE SUPER FAST!!!



Love, Your Biggest Fans
Mom, Dad and Jean

**JACK
TROMPETER
#20**

Sample Only

To a fellow...
with one of her hockey heros



**GOOD LUCK
BRENDAN
#44**

Have Fun and Go Cougars..

PER PERSON PRICE
ONLY \$10

BUY YOUR TICKETS
EARLY TO AVOID THE RUSH

**PASTA
FEED**

SAT 13 5:30P
7:00P



Hosted By

Pasta King

INCLUDES

Pesto or Marinara
Penne Pasta
Garden Salad
French Bread
and a Drink

**HOSPITALITY
ROOM**

You... (by) to our
Room to
k all with a

Sorry kids, you MUST be 18 or over to join us.

**ZAMBONI \$5
RIDES!**

Space is Limited. See the
information booth for times
and details.



SANTA ROSA FLYERS



PTS	W	L	T

Enter Tournament Results Here

MANAGER | Theresa Brownlee

WEB | www.santarosaflyers.org



Sample Only

COACHES

Warren SMITH	Head Coach
Jerry HORNIG	Assistant Coach
Perry KOTVAL	Assistant Coach
Jacob FITZPATRICK	Goalie Coach

Theresa BROWNLEE	46
Marc CHICOINE	19
Sean FITZPATRICK	16
Paul GREGORIAN	35
Jonathan GRUBER	55
Evan HASTINGS	17
Sean Patrick KELLEY	21
Alex KOTVAL	66
Andy KOTVAL	0
Clay MCCORMICK	2
Niklis NISJA	80
Kevin PARRY	25
Connor SMITH	1
Peter STRAUCH	23
Michael WILLIAMS	9
	18

TEAM SCHEDULE

GAME		VISITOR	HOME
Fri 2:30 PM	Santa Rosa	CA Wave	
Sat 8:45 PM	San Francisco	Santa Rosa	
Sun 3:00 PM	Santa Rosa	San Francisco	
Sun 9:00 PM	CA Wave	Santa Rosa	