

December 8, 2018

Dear Business Owner,

My name is Bill Page and I am the Rink Manager at Churchill Rink at Jackson's Landing.

Like many town owned facilities of its type, Churchill Rink is classified as an Special Revenue Fund under Durham's municipal structure. The single most important requirement for us is that all expenses to operate the facility must be paid for with revenue generated at the facility. (No taxpayer dollars.) All of our operating costs are covered with revenue from facility rental fees, public session admission, concessions, skate sharpening fees, and advertising.

Although the opportunity has always existed, in years past there's been little effort to promote the benefits of advertising here at the rink to local businesses. The customers here daily are a captive audience and exposing them to your business has never been easier. On that note, I want to introduce you to our new advertising program. (Please see documents that follow.) I hope you'll agree that a well-designed and placed sign at Churchill Rink will benefit your business. The facility is busy and buzzing with activity on weekdays and weekends with practices, games with local and out of town teams, and public sessions.

I would appreciate you taking the time to review the enclosed information carefully and consider spending some of your valuable advertising dollars here at Churchill Rink.

If you have any questions, please don't hesitate to contact me.

Sincerely,

Bill

Bill Page  
Enclosures



## CHURCHILL RINK AT JACKSON'S LANDING *Advertising Opportunities*

*We are pleased to announce advertising opportunities within the facility.*

### **ALL OPTIONS INCLUDE:**

- Full color graphics. Size, location and prices vary.
- Business name, logo, and web link on our website. [www.churchillrink.org](http://www.churchillrink.org)
- Welcome post with image on our Facebook page. [www.facebook.com/churchillrink](http://www.facebook.com/churchillrink)

ADVERTISING OPPORTUNITIES AVAILABLE!

TOWN OF DURHAM  
**CHURCHILL RINK**  
AT JACKSON'S LANDING

Contact Bill or Rachel for Information  
Bill Page, Rink Manager, [bpage@ci.durham.nh.us](mailto:bpage@ci.durham.nh.us), 603-868-3907  
Rachel Gasowski, Recreation Director, [rgasowski@ci.durham.nh.us](mailto:rgasowski@ci.durham.nh.us), 603-817-4074

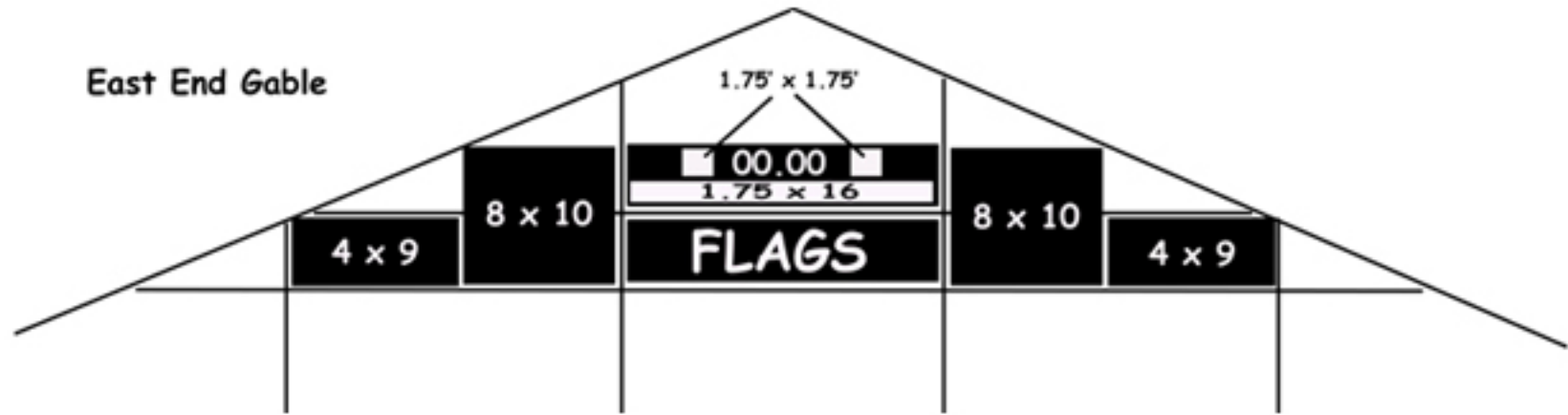
### **WHAT WE NEED FROM YOU:**

- Signed agreement.
- Payment for first year and production cost.
- Artwork meeting submission guidelines.

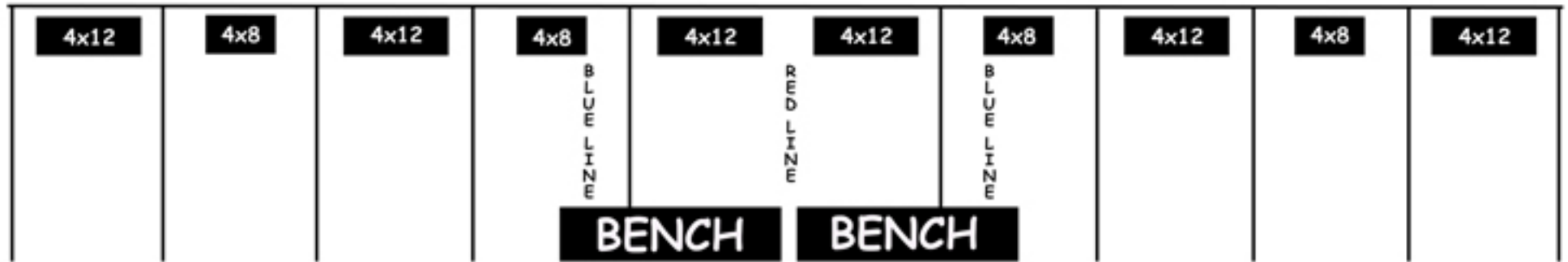
### **About Churchill Rink.**

*Churchill Rink at Jackson's Landing is a regulation sized ice skating rink and multi-use facility owned and operated by the Town of Durham, NH. The facility is funded by revenue generated at the facility through rental fees, public session admissions, concessions, skate sharpening fees, and advertising. Jackson's Landing is a waterfront park featuring a playground, walking trails, boat landing, boat house, and Churchill Rink. The rink facility is open to residents of all communities and offers amenities such as a 20,000 SF playing surface, changing rooms, concession stand, skate sharpening, skate rentals, and rest rooms.*

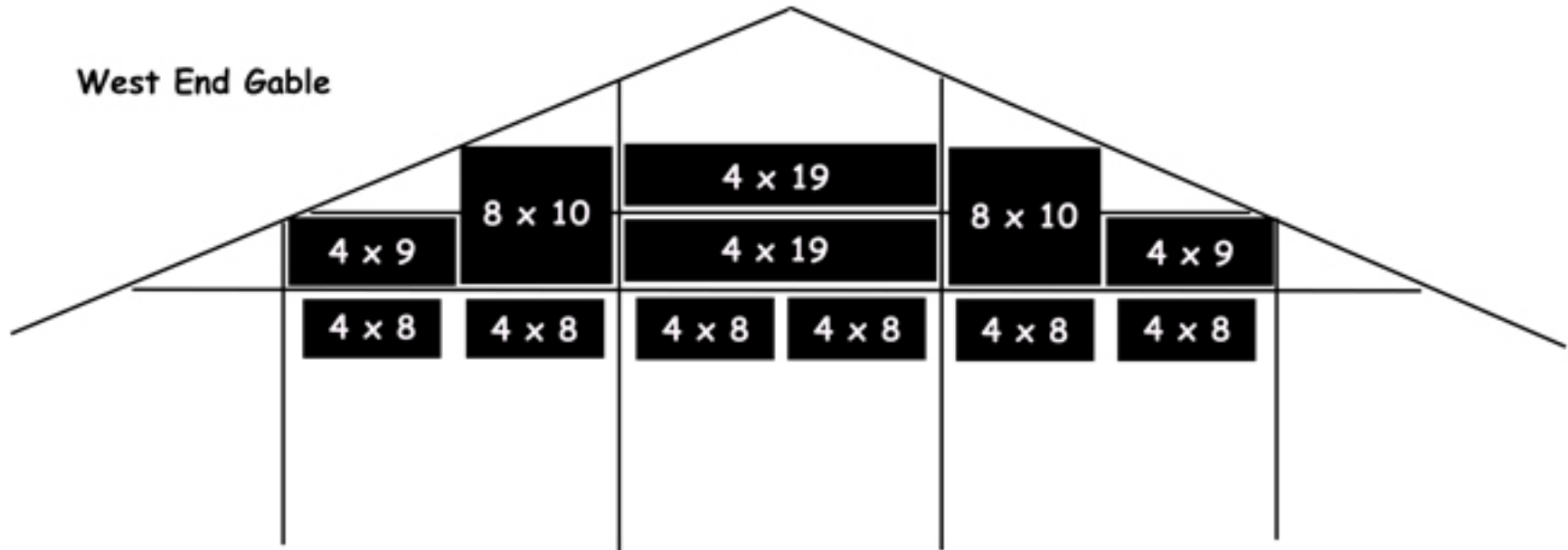
East End Gable



South Side



West End Gable



# CHURCHILL RINK AT JACKSON'S LANDING

## Advertising Agreement

Bill Page, Rink Manager, 603-868-3907  
Rachel Gasowski, Recreation Director, 603-817-4074  
bpage@ci.durham.nh.us, rgasowski@ci.durham.nh.us



**Business Name:** \_\_\_\_\_ **Contact:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **Town:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

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

### ***EAST END GABLE WALL (Scoreboard End)***

- 8' H. x 10' L. banner, \$640.00 yr.
- 4' H. x 19' L. banner \$608.00 yr.
- 4' H. x 9' L. banner \$395.00 yr.
- 1.75' H. x 16' L. rigid scoreboard sign, \$420.00 yr.
- 1.5' H. x 1.5' L. rigid scoreboard signs, \$100.00 yr.

### ***SOUTH SIDE WALL (Player Bench Side)***

- 4' H. x 8' L. banner, \$350.00 yr.
- 4' H. x 12' L. banner, \$432.00 yr.

### ***WEST END GABLE WALL (Entrance End)***

- 8' H. x 10' L. banner \$640.00 yr.
- 4' H. x 19' L. banner \$608.00 yr.
- 4' H. x 9' L. banner \$395.00 yr.

### ***ZAMBONI SIGNBOARDS***

- 2' H. x 7' L. rigid sign (2 available) \$350.00 yr.

### ***PRODUCTION COST (First year only for banners & rigid signs)***

- 4' x 8' banner, \$96.00
- 4' x 9' banner, \$108.00
- 4' x 10' banner, \$120.00
- 4' x 19' banner, \$228.00
- 8' x 10' banner, \$240.00
- 1.5' x 1.5' rigid sign (scoreboard), \$35.00 each
- 1.75' x 16' rigid sign (scoreboard), \$350.00
- 2' x 7' rigid sign (zamboni), \$168.00

### ***WHAT WE NEED TO PROCEED WITH PRODUCTION***

- Signed agreement, payment for first year and production cost, and artwork meeting guidelines.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### **MAILING ADDRESS:**

Churchill Rink  
8 Newmarket Road  
Durham, NH 03824

### **RINK USE ONLY:**

Sold By: \_\_\_\_\_

Payment Received: \_\_\_\_\_

Order Placed: \_\_\_\_\_

Display Date: \_\_\_\_\_

### **PLEASE NOTE:**

In order to ensure continuity of appearance all banners and signs must be ordered through us and produced by our manufacturer.

# ARTWORK REQUIREMENTS

AMI Graphics is proud to offer a full service creative department with custom solutions for all of your signage and design needs. With over 20 years of combined experience, our team is dedicated to delivering innovative design with results driven success.



## FILE FORMATS

### PREFERRED FORMATS

Vector files are preferred. Keep your artwork clean and crisp at any size without loss of quality when scaled by designing in one of the below file formats.



### ACCEPTED FORMATS

Pixel based raster images are acceptable, but may become blurry when enlarged if the recommended resolution is not used.



## FONT SPECIFICATIONS

Aa

To insure that your text prints without font conflicts, please “convert all fonts to outlines”, or provide font files.

## COLOR SPECIFICATIONS



All artwork is printed in CMYK. Files submitted in RGB will be converted to CMYK, this may cause a color shift in the art. If Pantone colors are needed, please include in the artwork or notify your Account Manager.

## FILE RESOLUTION



Pixel based art can be scaled and have a minimum resolution of **25 dpi at 100%** size & no larger than **150 dpi at 100%** size.

*AMI Graphics offers the highest resolution print production output our printers provide. Our file resolution requirements do not reflect the maximum resolution output that our printers produce.*

## SENDING FILES

- Email your artwork to your Account Manager.
- Log onto our online proof site at [amigraphics.com](http://amigraphics.com) to upload your artwork. Please contact your Account Manager for a username and password. **NOTE: Maximum file size for uploads is 256mb.**

- **Files larger than 256mb:**

Send your artwork using  or  **Dropbox**

- Upload your artwork to our FTP site with log-in information provided by your Account Manager. Please be sure to notify them once artwork is uploaded.