

**The Mind Your OWN Business Tour
Lunch and Learn
February 17, 2017 @ 1p.m.
Plasma Screen Advertising**

Do you need an affordable, effective, and unique advertising opportunity to spread awareness about your business, services, events or products?

The "Mind Your OWN Business" Lunch and Learn will connect attendees with your information through a well-designed advertisement platform. John Pace Enterprise, John Pace Ministries and John Pace are trusted and well-established brands, which as an ad vehicle, can maximize your exposure and get you the return on investment. The "Mind Your OWN Business" Lunch and Learn provides a highly effective medium for businesses and non-profit organizations looking for strategies to promote their services, events and products. For a nominal fee, your organization can advertise on a flat screen plasma monitor strategically placed at the "Mind Your OWN Business" Lunch and Learn venue. The plasma will be strategically positioned to capture the attention of every attendee during the lunch and learn to give you the confidence that your advertisement will receive maximum exposure.

Benefits of the "Mind Your OWN Business" Lunch and Learn Plasma Screen Advertisement Opportunity:

- Screen is placed strategically for maximum viewing.
- Reach out and deliver your message to a captive audience efficiently and effectively.
- Get direct access to potential customers in a cost-effective manner.
- Simple, yet effective.
- Advertisements are rotated throughout the lunch and learn to give the maximum impact.
- Ability to market to a wide variety of people, who may be outside your target market.
- Your advertisement is not lost in a bundle of pamphlets.
- More cost effective than other forms of advertising medium.
- Reach a broad potential of customers.
 - **Added Benefits:**
 - Advertisements will rotate on John Pace website for 15 days (after the lunch and learn – February 18 – March 4, 2018) at no additional charge.
 - A gallery of plasma screen advertisements will be displayed on the John Pace Facebook page for 1 week (after the lunch and learn – February 18 – February 25, 2018) at no additional charge.
 - Advertisements will rotate on venue website (The Thrive Center) for 15 days (after the lunch and learn – February 18 – March 4, 2018) at no additional charge.
 - A gallery of plasma screen advertisements will be displayed on The THRIVE Center Facebook page for 1 week (after the lunch and learn – February 18 – February 25, 2018) at no additional charge.

About John Wesley Pace II:

John is an inspirational life leader with a passion to empower ordinary people to live extraordinary lives; John's personal life mantra is "Inspiring You Forward Into Purpose & Destiny".

As a multi-talented Exhorter, Educator, and Entertainer; John is passionately known around the world for his inspirational talks, his innovative teaching style, and his imaginative approach to storytelling.

John currently serves as C.E.O of Life Changers Inc., and Chancellor of the Life Changers Leadership Academy with locations in Niceville, Florida and Mobile, Alabama.

Recently John became a **TED** Talk Alumni after sharing his LIVE TALK entitled: "**THE WORLD NEEDS MORE VISIONARIES**" at the 2016 **TEDxOcala** "*Cultivating Imagination*" Live Event.

**COMPLETE INFORMATION IS NEEDED FOR PROMOTION SUBMISSIONS TO BE PROCESSED
(See attached Submission Guidelines)**

SUBMISSION GUIDELINES AND RATES

PLASMA SCREEN ADVERTISING CONDITIONS & REGULATIONS

- Payment must accompany order(s)
- Payments are accepted via MasterCard, Visa, Debit, Credit and PayPal echeck
- Space is limited. Please order early to ensure availability. Orders will be filled on a first come, first serve basis.
- All orders and sales are final. NO Refunds will be given.
- Payment in full must be rendered on all orders when order is placed, NO Exceptions.

ADVERTISING POLICY

Advertisers will be charged as per this rate card (see below). John Pace Enterprises, John Pace Ministries and John Pace reserve the right to review content of the advertisement for objectionable images and phrasing. John Pace Enterprises, John Pace Ministries and John Pace have the right to approve the content and design of all advertising submissions. John Pace Enterprises, John Pace Ministries and John Pace reserve the right to refuse products or companies that are not deemed suitable to John Pace Enterprises, John Pace Ministries and John Pace's image and reputation.

PLASMA LOCATION

- On the Main Stage

FREQUENCY

- A 20 second one-page static advertisement per screen (the same advert will display on each screen).
- All ads will run from 12 noon – 4 p.m. before, during and after the lunch and learn.

PRODUCTION

All ads and Ad Order Forms must be submitted per the submission guidelines below:

- Organizations using the graphic company design services must complete and return the Ad Order Form with payment by 6 p.m. (est.) on Friday, February 9, 2018.
- Organizations submitting their own ad design must follow design guidelines (below) and submit the Ad Order Form with payment by 6 p.m. (est.) on Tuesday, February 13, 2018.

DESIGN GUIDELINES

- File Size and Orientation
 - All designs must be 16" x 9 " wide screen form. (with landscape orientation)
- File Format
 - All files must be submitted as a PDF, 300 dpi resolution.
- Accuracy
 - Please spell check and ensure your information is accurate. Please double check dates and times.
- Fonts
 - Use large fonts. We recommend a minimum of 40 pt. for headline and 26 pt. for copy.
 - Use caps sparingly.
- Readability
 - Remember your audience will be viewing a running slide show. A lot of copy is hard to read in an allotted amount of time and people may lose interest.
- All promotions will be displayed without sound.

RATE CARD

ADVERTISEMENT RATE: \$69.00 for one-page static advertisement (does not include advertisement design) *see below for ad design rate

ADVERTISEMENT DESIGN

We make it easy! The graphic company design service offers full color, full screen advertisements. Advertisers can choose between two ad templates. Advertisement Design is \$25.00 per one-page design.

- Advertisers are responsible for producing ad copy and images.
- Images provided must be in JPEG format.
- Payment must be included with ad submission.
- No changes can be made to ads after submission.
- All sales are final. No Refunds and No exceptions.