

**Connect with
top consumers
in the USA
and build a
strong customer
relationship.**

**Be at the 2010
Philippine Fiesta
in America!**



**August 14-15, 2010
Meadowlands Expo Center
Secaucus, New Jersey USA**



Winter 2010

Dear Business Owner / Marketing Executive:

Greetings from PHILIPPINE FIESTA USA!

We invite your company to participate in the 12th Annual Philippine Fiesta in America! By far the longest-running and biggest indoor gathering of Filipinos on the east coast, it is a great opportunity to connect with one of America's largest and most sought-after consumer groups – the Filipino-Americans!

Celebrating its 12th year anniversary, the PHILIPPINE FIESTA will take place on August 14 & 15, 2010 at the Meadowlands Exposition Center (MEC) in Secaucus, New Jersey, USA, its regular venue for the past eleven years. This event has gathered one of the largest number of Filipino American visitors from the east coast averaging more than 10,000 a day, 65% of whom are earning over \$50,000 per annum and 78% of whom are over the age of 30. These consumers live the American dream– own their homes, cars, and businesses, provide quality education for their children, as well as have the luxury to travel. The PHILIPPINE FIESTA is annually presented at MEC, only 20 minutes away from the hub of art and business in the region—New York City.

The PHILIPPINE FIESTA is a unique blend of trade exhibits and Filipino cultural/food festival which puts on display/sale products from the Philippines and the United States of America while showcasing the best of the Filipino culture and heritage. Exhibitors at the PHILIPPINE FIESTA make solid connections with the Filipino American consumers in the East Coast who comprise a sizable segment of a fast-growing and strong community of over 2.3 million people nationwide. This affluent market has an estimated annual disposable income of over \$52 billion and is the second largest Asian minority group based on the decennial census count in 2000 by the US Bureau of Census.

PHILIPPINE FIESTA proudly supports several organizations such as the Filipino American Youth Services, Inc., Gawad Kalinga, the Philippine American Educators and Surgeons (PAGES), the Association of Philippine Physicians of America, the Philippine Nurses Association of America and the charitable projects of various Filipino American organizations in the Eastern Seaboard region.

For details, please see the attached pages which contain the event profile, available sponsorship packages, exhibitor and advertiser rates, as well as facts about the Filipino American market.

We look forward to your participation at the PHILIPPINE FIESTA 2010!

Thank you very much and best regards.

Sincerely yours,

A handwritten signature in black ink that reads "Milagros B. Mendez".

Milagros B. Mendez
Executive Vice President — Marketing

Print/Video Advertising Reservation Form

Don't miss the boat! Reserve your advertising placement early!

PRINT AD RATES AND DETAILS

The Pinoy Talks Magazine will be distributed to attendees at the Philippine Fiesta in America on August 14-15, 2010 for free. It will also be distributed to all attendees of the Philippine Fiesta People's Ball Gala. The circulation is 25,000 and readership is estimated at 75,000 with the average Filipino household size at over 3 persons.

Cost:

	B&W	Color
<input type="checkbox"/> Inside Full Page:	\$300.	\$800.
<input type="checkbox"/> Half Page:	\$200.	\$500.
<input type="checkbox"/> Back Cover:	\$2400.	\$6000.
<input type="checkbox"/> Inside Back/Front:	1000.	\$3000.
<input type="checkbox"/> Premium Page	600.	\$1750.

(First 10 pages starting Page 3)

(Based on finished artwork, ready for printing.) Finished artwork (black & white only) in the correct size will be accepted without additional charges.

Production Charges: Typesetting or other preparation work will be billed separately to the advertiser at a flat rate of \$90.

MECHANICAL REQUIREMENTS:

Publication trim size is: 10" x 12". The preferred format for digital files is Adobe PDF or a JPEG image file. Please send all finished digital artwork to sepmgzn@aol.com. The deadline for submission is June 21, 2010.

VIDEO ADVERTISING

Take advantage of the opportunity to display video advertisements on-stage to be shown in-between performances. Video ad must be submitted in Quicktime, DV Stream, AVI, or MPEG formats.

Thirty-second Spot (Four spots minimum) **\$225.**

PHILIPPINE FIESTA, INC. reserves the right to alter or reject any advertisement.

Please contact PHILIPPINE FIESTA, INC. for other advertising opportunities at the venue during the Philippine Fiesta in America.

CONTACT:

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DEADLINE FOR AD RESERVATION AND PAYMENT: JUNE 1, 2010

ADVERTISING CONTRACT:

- I would like to place an advertisement in the **PinoyTalks Magazine 2010**
 I would like to place video advertisements during the **Philippine Fiesta 2010**

Name: _____ Job Title: _____

Company: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Print Ad Size: _____ Cost: _____

Video Ad Title: _____ Frequency/day _____ Cost _____

Make check payable to Philippine Fiesta USA, Inc. If paying by credit card*, please provide us with the following information:

Check or Money Order Closed Credit Card Visa Mastercard Amex Discover

*There is an additional 4% processing fee on all credit card payments.

Name: _____ Total Amount _____

Account Number: _____ Expiration _____ Signature: _____

