



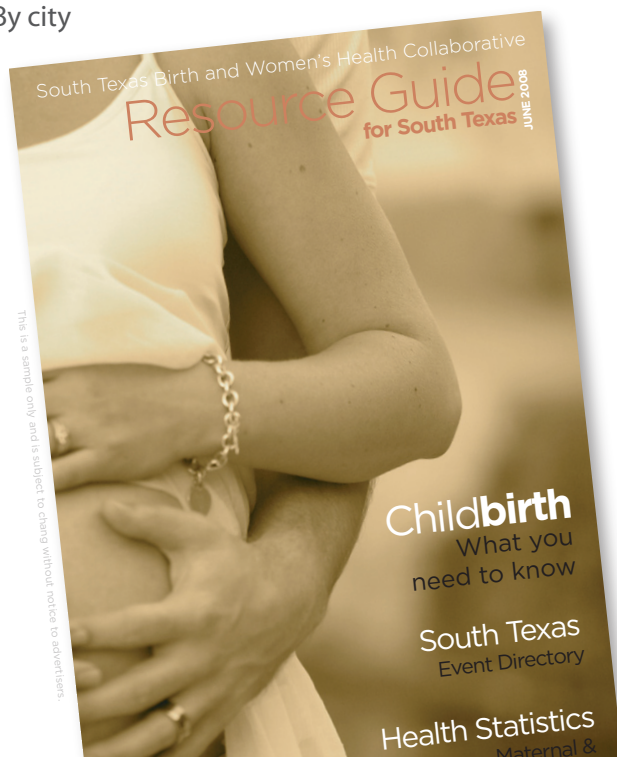
Resource Guide for South Texas

Join us for our inaugural kickoff

We will provide this resource free to the public in June 2008 via a download from the www.texasbirth.org web site. It will include practitioners and organizations that support healthy pregnancy, childbirth and women's wellness initiatives and agree to uphold the principles of CIMS Mother-Friendly Childbirth Initiative <http://www.motherfriendly.org/MFCI/>.

The outline of the resource guide is as follows:

1. Introduction
2. Table of contents
3. Articles (4-5) on pregnancy and childbirth intermixed with 1/4 to full page slicks highlighting gold, silver, and bronze sponsors
4. City/county maternal and child health statistics
5. Information on the proposed birth center and campus
6. South Texas Event Directory
7. Listing of all sponsors
 - a. By area of expertise
 - b. By city



Sponsorship information:

Distribution:

- Focus on South Texas area (from Austin south)
- Unlimited, unrestricted distribution via internet
- Potential print distribution to 10,000 or more pregnant women (with sufficient sponsorship)

Sponsorship:

Basic sponsorship is \$100, which includes listing by area of expertise and also by city. To add more than one city or area of expertise, please add \$25 for each additional listing to help us cover design and development costs.

Bronze sponsorship is \$250, which includes a 1/4 page donor recognition and one listing by area and by expertise. To add more than one city or area of expertise, please add \$25 for each additional listing to help us cover design and development costs.

Silver sponsorship is \$500, which includes a 1/2 page donor recognition and one listing by area and by expertise. To add more than one city or area of expertise, please add \$25 for each additional listing to help us cover design and development costs.

Gold sponsorship is \$1,000, which includes a full-page donor recognition and one listing by area and by expertise. To add more than one city or area of expertise, please add \$25 for each additional listing to help us cover design and development costs.

Special sponsorship: \$5,000 for back or inside cover.

All donations from sponsors go to the development of the guide and, if possible, printing and hard copy distribution. Any proceeds remaining go to benefit the South Texas Birth and Women's Health Collaborative.

To become a sponsor please visit www.texasbirth.org and fill out the online form.

South Texas Birth and Women's Health Collaborative Advertisement Specifications

FULL PAGE
(Actual Size)

QUARTER PAGE
(Actual Size)

HALF PAGE
(Actual Size)

Dimensions

Full page ads are:
5.5" wide by 8.5" tall

Half page ads are:
5.5" wide by 4.25" tall

Quarter page ads are:
2.75" wide by 4.25" tall

Accepted Digital files

Adobe Illustrator - CS
Adobe Photoshop - CS
Adobe PDF
.EPS
.TIFF

All text must be outlined or rastered.

In order to ensure that your ad prints correctly, please be sure to save it in a CMYK color mode and at 300 dpi.

If you have questions or need assistance please e-mail us at:
info@texasbirth.org

Thank you again for helping to support the South Texas Birth and Women's Health Collaborative. We are hopeful that this Resource Guide will not only help to educate women about birth, but show them the incredible resources they have from companies like yours.