



# Astoria Bicentennial Official Program Outline



This Astoria Bicentennial Official Commemorative Program will be a 128-page “bookazine” with perfect binding in landscape format, full color art, photography and historic photos throughout. This will be a lasting keepsake for years to come. First printing will be 10,000 units available FALL 2010. Retail price \$9.95.

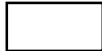
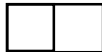
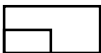
Sample of outline (subject to change)

- 1. Welcome /Preface
  - a. Bicentennial Event Schedule
  - b. 1911 Centennial History
  - c. 1961 Sesquicentennial
- 2. Astoria’s Story
  - a. First Nations- Clatsop/Chinook
  - b. Maritime Explores/ Fur Traders
  - c. Lewis & Clark
  - d. Founding of Astoria
  - e. War of 1812 / Fort George
  - f. Graveyard of the Pacific
- 3. Commerce/ Fish & Forests
  - a. Multicultural Astoria
  - b. Canneries/Gillnetting
  - c. Timber Country
  - d. Maritime Transportation/ Port of Astoria
  - e. Shanghaied in Astoria
  - f. Railroad
  - g. Ship Building
  - h. Fires
- 4. Iconic Astoria
  - a. Painting-Noel Thomas
  - b. Astoria Column
  - c. Bridge to Nowhere / Ferries
  - d. Historic Businesses
  - e. Brewed in Astoria
  - f. Hollywood’s Astoria
    - i. Gable to Goonies
  - g. Presidential Visits
  - h. Astoria’s Timeline
- 5. Advertising Space
  - a. Limited to 14 pag

## ADVERTISING RATES

- Full Page \$1500
- 1/2 Page \$850
- 1/4 Page \$450
- Inside Front Cover \$2500
- Inside Back Cover \$2000
- Back Cover \$3000

Prices for full-color and black & white ads; Creative Services rate of \$100 per hour. Deadline for all advertising is **AUGUST 1, 2010**. Ads should be submitted in LANDSCAPE FORMAT in PDF or TIFF file format set up to the exact size of the reserved space:

- ❖ Full page 10” x 7.25” 
- ❖ Half page 7.25” x 5” (vertical) or 4.76” x 7.5” (horizontal) 
- ❖ 1/4 page 5” x 3.75” (box) 

Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Checks payable to: Astoria Bicentennial

For more information contact: Paulette McCoy, Astoria Bicentennial Director, 503-325-5889 (office)  
email: abc2011@cumtux.org / website: www.astoria200.org