



*450 Lowell Street
Andover, MA 01810*

March 30, 2010

To: All Challenge Unlimited and Ironstone Farm Participants
From: Deedee O'Brien, Executive Director

Re: Ironstone Farm 50th Anniversary Yearbook 2010!

Yes – it's been 50 years since Dick Donovan bought 11 acres of woodland in Andover to build Ironstone Farm. Today it is 18 acres, owned by Challenge Unlimited, Inc., and home to programs designed to help YOU - and more than 500 others each week.

You can be part of this milestone celebration forever by participating in our special 50th Anniversary Yearbook Campaign. The Yearbook will – as always – support our riders with disabilities in Challenge Unlimited. If this applies to you, funds from any ads or messages you submit will be designated throughout 2011 toward your own tuition. For everyone else – here's your chance to thank: Dick Donovan and his family, who built and nurtured Ironstone Farm from Day 1; anyone else you know at the farm - including your favorite horse, cat or donkey! – and/or our volunteers, board members and many donors who have made the farm's growth and development possible. Books will be distributed initially at our Spirit of Giving Awards Gala in fall 2010, and throughout the holidays.

The Yearbook 2010 Campaign officially runs from May 1 through August 31. You can get 2009 Yearbooks at the farm to share with potential contributors so they can see the quality of the book and learn more about the programs. Or – better still – invite them to visit the farm, anytime. Seeing is believing. We believe in YOU – and that is why we're here. In turn, YOU can share what Ironstone Farm means to you by enlisting support of family and friends for YOUR program and YOUR farm through this special Yearbook edition. Ad forms can be downloaded from our website, or obtained at the Welcome Center at the farm.

The cost to be in Yearbook 2010 varies according to space – participation is affordable for everyone. Please know that *every name is important!* Our goal is 100% participation from you - our Ironstone Family. Help us thank all those who have worked so hard for 50 years to make Ironstone Farm what it is today.

Thank You!



**CHALLENGE UNLIMITED
YEARBOOK 2010 AD FORM**

**Challenge Unlimited Phone#: 978-475-4056; Fax#: 978-475-4046; Email: Ironstone@surfglobal.net
Address: 450 Lowell Street, Andover, MA 01810 Website: www.challengeunlimited.org**

Please print clearly. The accuracy of your ad is important to us.

Name of Sponsored Individual (if known) _____

Same ad as last year? _____

___ Back cover (B&W)(\$3,000.00) ___ Inside covers (B&W)(\$2,500) ___ Full Page (B&W)(\$350.00)

___ Half Page (B&W)(\$250.00) ___ Quarter Page (B&W)(\$150.00) (business card or personal message only)

___ Sponsor a picture page (Color)(\$1,000) ___ Sponsor a program page (\$500) ___ Color Full-Page (\$1,000)

___ Patron (list of names only \$75.00): Name to appear in book (please print clearly): _____

Category of index listing for business ad (ie: Human Services, Automotive): _____

For personal message, please submit in Word document or type or print message here:

Name of ad subscriber _____ Phone# _____

Address _____

City/Town: _____ State _____ Zip: _____

Email Address: _____ Website _____

Type of Payment (please check one) ___ Check ___ Cash; Amount enclosed: \$ _____

***NEW!** To insure the safety of your private information, we now only accept your credit card payments over the phone.
Please let us know the best way to reach you and we will call you for payment.
The security of your financial information is important to us.
We accept Master Card, Visa, or American Express payments over the phone only.

The best phone number to reach me: _____

Yearbooks will be distributed in the November 2010

YEARBOOK SPECIFICATIONS

Ad size - yearbook pages are 8.5" x 11" - all pages must include a one-inch border on all sides, so the full page copy size is 6.5" x 9". Half and quarter pages may be in various shapes, but please remember that all ad sizes must allow for the one-inch border. Ads may be sent by paper or electronically. Please call Deedee at 978-502-0916 with any questions.