



**2020 NIGERIA CULTURAL PARADE SOUVENIR BOOKLET**

**LIMITED SPACES - DEADLINE JUNE 1ST!**

We would like to extend the opportunity to your company or organization to advertise in the 2020 Nigeria Cultural Parade Souvenir/Booklet which will be distributed at the annual parade and the Nigeria Masquerade Exhibition. *The Nigeria Cultural Parade & Festival* presented by Culturally Naija and WeLead, Inc. will be held Saturday, October 3, 2020 in Downtown Houston at Root Memorial Square at 1400 Clay, Houston, Texas 77002.

To ensure all ads are reflected accurately in the souvenir publication, please follow the four (4) simple steps below:

**1. Please fill out the following information completely (PRINT):**

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

Business: \_\_\_\_\_

CHECK BOX:	AD DESCRIPTION	PRICE	TOTAL
	Back Cover	Not Available	
	Inside Back Cover	Not Available	
	Inside Front Cover	Not Available	
	Full Page Color	\$150	
	Half Page Color	\$75	
	Quarter Page	\$45	
	Business Card Information Listing	\$20	

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

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_

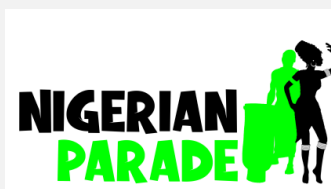
State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Daytime Phone: ( \_\_\_\_\_ )

Send a copy of the Nigeria Cultural Parade Souvenir to the address above.

**2. Package the ad for mailing between pieces of cardboard to prevent bending during shipment.** Digital ready ads and money orders, cashier checks, or business/personal checks **MUST BE RECEIVED NO LATER than Monday, June 1st, 2020.** Ads submitted past the deadline will be accessed a late fee of \$25.

**3.** Ads may be submitted electronically to: [advert@weleadinternational.com](mailto:advert@weleadinternational.com)



**4. Please mail the digital ready ad, ad form, and payment to:**  
 NIGERIA CULTURAL PARADE  
 P.O.BOX 6601, Houston, TX 77265.



**Payment Information**

Make Checks Payable To: WeLEAD  
 Paypal: info@weleadinternational.com

**Ad Guidelines**

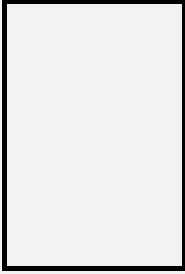
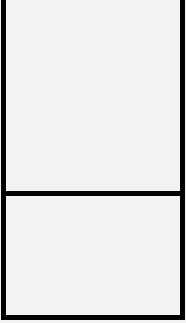
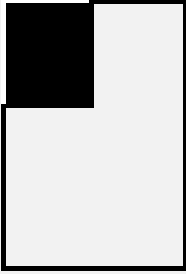
To ensure excellent quality printing, please note the mandatory specifications below:

**Mandatory Ad Specs and Preparation**

Files should be PDF, TIFF or JPG formatted and created in InDesign, Fireworks, Quark Express, Illustrator or Photoshop. If sending a PDF, it must be "print/press ready" PDF with \*all fonts embedded. All Files should be 300 DPI. Word, PowerPoint, Publisher and any other file types that are not listed above will NOT be accepted. Ads must be original copy, clear black and white or color print. Our preference to ensure quality is that ads are submitted in digital form to ensure the highest quality reproduction.

**Ad Sizes**

When submitting your ads, if any pictures bleed, please use the following measurements:

			
	<b>Full Page</b>	<b>Half page</b>	<b>Quarter Page</b>
<b>Bleed</b>	7.75 x 10.75	7.75 x 5.375	4.4375 x 3.5625
<b>Trim</b>	7.5 x 10.5	7.5 x 5.125	

**Trim** - The edge of the page, or the final visible borders of a 'bleed' ad.


**Bleed** — .125" on each side beyond the trim measurement of a 'bleed' ad. (That is, add .25" to the trim measurement.)

Elements that touch the trim edge should extend at least .125" beyond trim on each side.

The Bleed area will be 'trimmed' off in print.


**SAMPLE AD:**





"WE ASSIST DEMOCRACY DELIVER VALUE TO NIGERIA"

E-TAX | E-GOVERNANCE PIONEERS | E-DUCATION | E-LIBRARY | TELECOMMS  
SECURE INTERNET CONNECTIONS | VIRTUAL PRIVATE NETWORKS  
MANAGED SERVICES  
SHARED SERVICES - PORTALS, LEASING, ONLINE BUSINESS, NETWORKING



**KROPANN COMMUNICATIONS LIMITED**  
KM 14, LEKKI-EPE EXPRESS WAY, LEKKI, LAGOS | +234 (0)813 783 8710 | INFO@KROPANN.COM  
WWW.KROPANN.COM

The advertisement features a background image of a telecommunications tower with a large yellow satellite dish. A blue banner across the middle contains the slogan. Below the banner, a dark blue bar lists various services. At the bottom, a red bar contains the Kropmann logo and contact information.