

# Toboggan Times

A MODEST  
\$2.00

Our Big Issue to Get Advertising for Our Next Issue Issue!  
A newsletter for those who ride down icy chutes on bent pieces of wood.

· ISSUE #14 · WRITE US AT 246 MAIN STREET, LINCOLNVILLE, MAINE 04849 · FEBRUARY 2006

## Toboggan Times to Publish Big Advertising Issue

### Advertisers Fight for Space in Wacky Publication

#### Every Team to Get a Free Copy

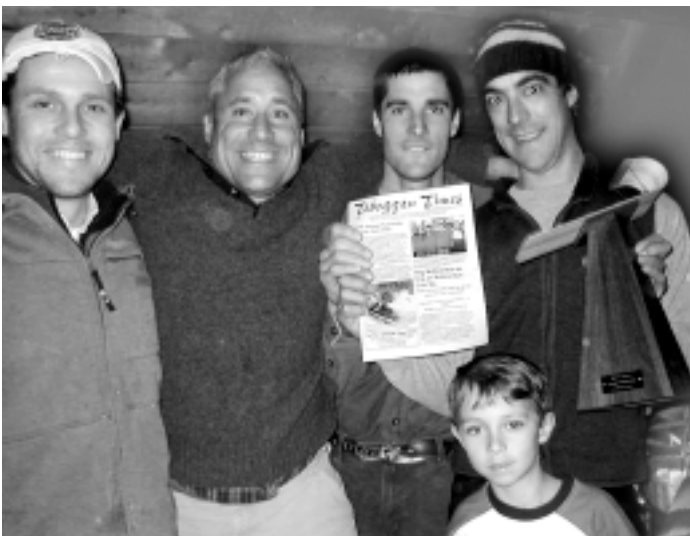
The *Toboggan Times*, a once yearly or so, semi-underground, unofficial newsletter of the Toboggan National Championships announced that it will publish a huge 16 page "Cave into the Establishment" issue before the 16th annual Toboggan Nationals to be held at the Camden Snow Bowl February, 2007.

While advertisers are not yet fighting over space, the anticipation, which is only equal to the hype, cannot even be measured with any certainty.

Five hundred copies of this issue are planned. The newsletter will be distributed free, one to each team registered for the Nationals and the remainder will be sold at the races.

This is a great chance to get your business in front of every team that will be in Camden for Toboggan Weekend. These teams are looking for restaurants, lodging, and places to shop. Rumor has it that some may even be looking for a place to party. Even though the publication comes out just before the

CONTINUED NEXT COLUMN



THE TOBOGGAN TEAM *Exit Strategy*, WINNERS OF THE 4 MAN EVENT AT THE 2006 NATIONALS, SHOW OFF A COPY OF THE *Toboggan Times* AND THEIR 1ST PLACE TROPHY. THEY FULLY EXPECT THEIR PHOTO TO GRACE PAGE 1 IN THE NEXT ISSUE. LITTLE DO THEY SUSPECT THAT IT WILL BE OUR BLOCKBUSTER ADVERTISING ISSUE.



JACK WILLIAMS, "FATHER OF THE TOBOGGAN CHUTE" WHO, WITH ONE HAND TIED BEHIND HIS BACK, REBUILT THE PRESENT DAY STRUCTURE, SITS AND ENJOYS A COPY OF THE *Toboggan Times* NEXT TO A WARMING FIRE AT THE 2004 TOBOGGAN NATIONAL CHAMPIONSHIPS. OF COURSE, WILLIAMS DOES NOT OPENLY ENDORSE THE NEWSLETTER BUT HE WILL PROBABLY AGREE THAT IT DOES MAKE A GOOD FIRE STARTER.

Nationals, participants will use it to plan present activities and strategies for the next year. A good percentage of participants return year after year and an ad in the *Toboggan Times* will really get their attention.

Sixteen pages are planned for this issue, twelve of which will be devoted to our unusual collection of zany stories related to tobogganing and the Toboggan Nationals. This is the only publication that prints a complete listing of all the races, the teams and their hometowns and the race results. Toboggan teams collect these issues and this one will be the biggest.

With only the area of four pages reserved for advertising, businesses are urged to reserve a space before they are all filled up. Sure the publisher is a bit whacked but the newsletter is consistent and entertaining. Its content is leagues beyond *Coffee News* and who doesn't love *Coffee News*?

Take this opportunity to communicate with over 1000 tobogganists and their visitors and friends who will converge on the Camden area in the winter of 2007. If operators were available they would be standing by to take your call.

Call Tom Sadowski at 207 763-4540 to place an ad or e-mail him at [sadowski@tidewater.net](mailto:sadowski@tidewater.net). Do it today.

## In This *Toboggan Times* Issue

Layout sizes and ad prices - page 2-3

Sample ad - page 4

Advertising order Form - see center insert

# Horizontal 1/2 Page Ad

7-5/8 Inches by 5 Inches

\$125

# 1/8 Page Ad

2-3/8 Inches by 3-5/8 Inches  
Just Larger Than a Business Card

\$40

# 1/4 Page Ad

3-5/8 Inches by 5 Inches

\$68

## Full Page Ads Available

### Other Services Too

If your business requires even more advertising space in this one of a kind publication, consider a full page ad. A full 7-5/8 inches by 10 inches of newspaper real estate can be made available to you at the low rate of \$198.

Prices quoted above are for black and white camera ready art or ads already laid out and digitized on disk in an Adobe PDF format. PDF's can also be e-mailed to the Times.

Custom zany ad layout is available for \$85 per ad. Re-sizing ads to fit cost \$10. \$1.50 will get you a cup of coffee. ❄

# Ad Size and Price Schedule

## A Summary

**Vertical  
1/2 Page Ad**  
3-5/8 Inches by 10 Inches  
\$125

**Full Page:**

Dimensions: 7-5/8" wide x 10" high;  
Cost: \$200.00

**Half Page Horizontal:**

Dimensions: 7-5/8" wide x 5" high  
Cost: \$125.00

**Half Page Vertical:**

Dimensions: 3-5/8" wide x 10" high  
Cost: \$125.00

**Quarter Page:**

Dimensions: 3-5/8" wide x 5" high  
Cost: \$68.00

**Eighth Page:**

Dimensions: 3-5/8" wide x 2-3/8 high  
Cost: \$40.00

**Formats suitable for submission:**

Camera ready art: clean laser print  
Adobe PDF on disk or via e-mail  
Adobe Illustrator 9.0 or earlier via disk or e-mail  
JPG or TIF scans on disk or e-mail at 300dpi

**Additional Fees:**

Re-size artwork: \$10.00  
Bargain Ad Layout: \$20.00  
Artistic Ad Layout Toboggan Times Style: \$85

**Dates:**

December 1, 2006	Ad Copy Deadline
December 18, 2006	Camera Ready Art Due
December 18, 2006	Payment due to take 10% discount
January 2007	Publication Date, Issue #15
February 2007	Toboggan Nationals

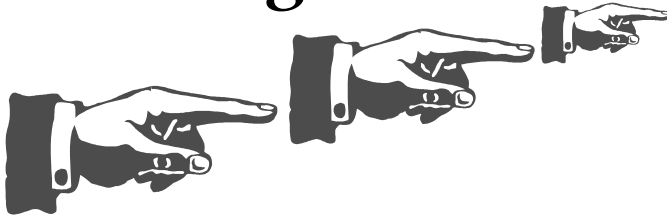
The *Toboggan Times* reserves the right to reject any advertisements at our sole discretion. (Sounds righteous -as if we're going to be all that discerning...)

*Toboggan Times* is published oh, every so often, maybe twice a year, maybe just once, by Local Yokels, a division of Yokels International and is dedicated to maintaining a certain mix of serious racing fervor, a disdain for competitive sports, a rational view of the world and of course, an affinity for the bizarre, absurd, and amusing behavior of humans. Subscriptions are not really available. It's all we've got to get this piece out let alone maintain a mailing list and keep track of who has or hasn't paid. If you send us some money, you might get a copy. Or maybe not.

©2006 Yokels International    Publisher and Editor: Tom Sadowski  
Proofreading: "Blind" Janis Kay    Data Entry: Job Opening

Write to us at 246 Main Street, Lincolnville, Maine 04849-9759. Don't try to call us and we won't try to call you. Better yet, E-Mail Tom Sadowski at: [sadowski@tidewater.net](mailto:sadowski@tidewater.net) or, get this, if it's up and running, visit our Web Site on the Internet at: [ohwhoamikidding\wedonthaveawebsite.com](http://ohwhoamikidding\wedonthaveawebsite.com)

# Example of a 1/8th Page Ad



# Example of a 1/4th Page Ad



Come One, Come All to the  
 Windjammer  
**Winẗer̈val**



Saturday  
 March 11th,  
 2006  
 At the  
 Camden Hills  
 Regional  
 High School  
 Gym

10:30am til  
 3:30pm

sponsored by the Class of 2007

## Surroundings

*Beautiful Appointments for the Home*

Visit our store when in Camden because apart from the fact that you're a crazed tobogganist, a classy home still matters.

OPEN LATE FRIDAY NIGHT!

39 Main Street, Camden, Maine

# An Example of How to Place an Ad

## Advertising hyped for the sake of Advertising

### • Deadlines •

When your business is trying to reach out to the crowd at the Toboggan National Championships in Camden there can be no better way than through the *Toboggan Times*. Just pick up your phone and call Tom Sadowski at 207 763-4540 and speak to his answering machine. The chances of Tom actually answering are rather slim because he is usually out of the office trying to keep solvent. Leave a message or send an e-mail to [sadowski@tidewater.net](mailto:sadowski@tidewater.net).

Prices shown for ads on pages 2 and 3 are for camera ready black and white art or artwork in an Adobe PDF digital form. If you have artwork that needs to be reformatted to fit our space, a \$10 fee applies. If you have no artwork and want a quick, slap-dash basic text ad laid out, we can do that for the bargain basement price of \$20 as long as you tell us what to say. However, if you want one of those clever, irreverent, possibly funny ads composed and laid out so that it makes people want to show it to someone else, well, that will cost you \$85 and even that is a bargain because clever is never cheap.

Payment is welcome at any time. Clients from established businesses will be billed after publication, net 30 days, but shady characters and businesses of questionable durability will be required to pay in advance of publication. Those who want a deal can forward a payment before December 18, 2006 and take 10% off their total as long as their check clears.

Issue 15, our Blockbuster Advertising Issue will be published early January 2007. Deadline for ad copy is December 1st, 2006; deadline for camera ready art or digital art is December 18th, 2006. But don't let the slack deadlines fool you. There is only so much space so commit today. Do you sense the urgency? Don't be left out on the cold next February!

## In The Next Issue of *Toboggan Times* More Advertising!