



# Gasoline Alley's 11<sup>th</sup> Annual Birthday Bash

## Benefiting The Lili Claire Foundation

### May 29<sup>th</sup> & 30<sup>th</sup>, 2010



"We Are Truly Changing Children's Lives"

"We Are Truly Changing Children's Lives"

### Inaugural Event Periodical

Published by *Tristate Motor News* (a division of Russell Automotive, Inc.)



- Launched in 2000, with strong readership following from throughout the Southwest
- Over 250,000 copies in distribution
- Only regional publication directed at readership with high disposal income
- Clients include: Run to the Sun Car Show, Kingman Street Drags, and IJSBA World Finals

Publications are available for viewing at:  
[http://issuu.com/retorq/docs/tristate\\_july2009](http://issuu.com/retorq/docs/tristate_july2009)

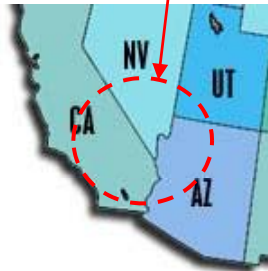
**RUSSELL**  
Automotive Inc



### Distribution Demographics, Total of 15,000

Beginning in early April, 2010, placement at high traffic locations throughout Southern Nevada, Utah, California, and Northern Arizona:

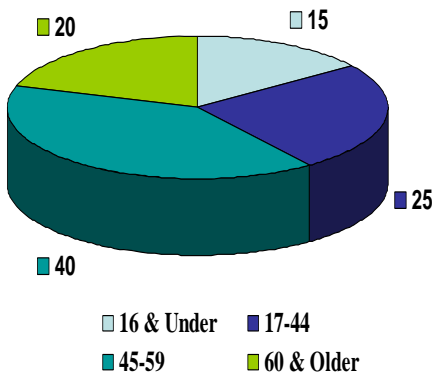
- Auto Parts Stores
- Tools Trucks
- Hot Rod Shops
- Street Rod Events
- Speed Shops
- Hardware stores



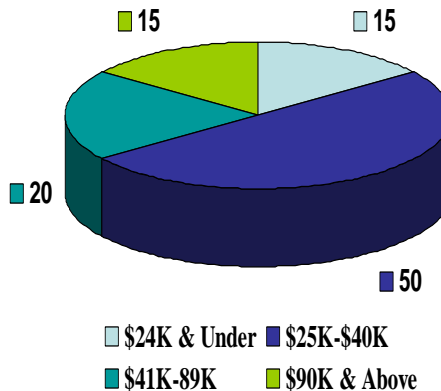
- Industrial Parks
- Casino Properties
- Chamber of Commerce
- Limousine Companies
- Businesses
- Schools

### Event Demographics

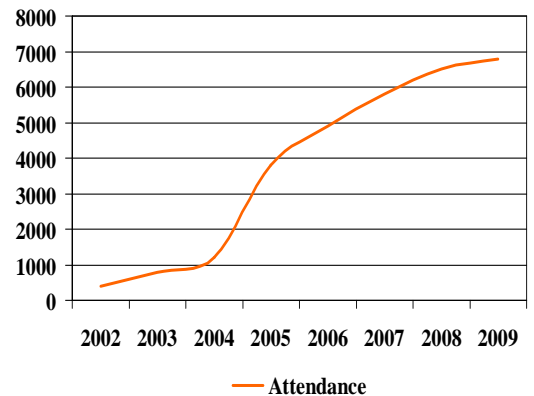
#### Age Distribution



#### Earnings Distribution



#### Attendance



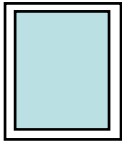


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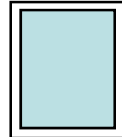
"We Are Truly Changing Children's Lives"

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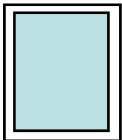
**Inside  
Front Cover  
(Full page)**

*Highly desired placement, full page format readily supports company logo; description of company products; discount coupons*  **\$850**



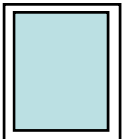
**Outside  
Rear Cover  
(Full page)**

*Excellent visibility and placement, full page format readily supports company logo; description of company products; discount coupons*  **\$750**



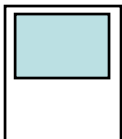
**Inside  
Rear Cover  
(Full page)**

*Great placement, full page format readily supports company logo; description of company products; discount coupons*  **\$650**



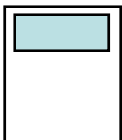
**Interior  
Full  
Page**

*Interior full page format readily supports feature articles; company logo; description of company products; discount coupons*  **\$500**



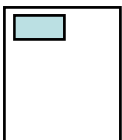
**Interior  
Half  
Page**

*Half page interior format option readily supports description of company, contact information, services provided*  **\$285**



**Interior  
Quarter  
Page**

*Quarter page interior format option provides limited capability to describe company products, contact information, services provided*  **\$175**



**Business  
Card**

*Minimal cost option to provide limited information for a company, also recommended for cars clubs interested in increasing membership.*  **\$100**

**Inside front cover/rear cover space availability is on first come, first serve basis. Please allow 1/4" perimeter spacing for ad copy. All ads must be submitted by March 8, 2010.**

Please submit ad copy (.jpg file, 200+ dpi) to:

**Desert Steel Automotive**  
**1100 Vista Drive**  
**Lake Havasu City, AZ 86404**  
**(928) 764-2218**  
[www.dsmevents.com](http://www.dsmevents.com)

Please submit completed form and payment to:

**Gasoline Alley's Birthday Bash**  
**1008 Hollowbluff Avenue**  
**North Las Vegas, Nevada 89031**  
**(702) 371-SHOW, (702) 400-4361**  
[www.birthdaybash.net](http://www.birthdaybash.net)