### *57th Annual*

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***Connecticut Street Armory***

***Buffalo, NY***

### WESTERN NEW YORK

## **ARMED FORCES WEEK**

**P.O. Box 0832, 1200 William Street**

**Buffalo, New York 14240-0832**

[**www.wnyafn.com/afw**](file:///C:\Users\1029341733V\AppData\Local\Microsoft\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\SKHONW79\www.wnyafn.com\afw)

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*SMSgt Jeffrey Gray, USAFR*

*Capt John Kasmer, USA (Ret)*

***Awards Ceremony***

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*Maj Jerome Privitera, USA (Ret)*

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***Tribute Book***

*CMSgt Glen Ignasiak, USAFR*

*SMSgt Rebecca Hucknall, USAFR*

***Public Affairs***

*MSgt Kevin Nichols, USAFR*

*PHC Tom Kelly, USN*

Fellow Americans:

The annual Western New York Armed Forces Week, held May 7-13, 2017, is dedicated to honoring the men and women who have and who are currently serving America in one of the five branches of the Armed Forces. Supported by patriotic citizens and local businesses who advertise in the Armed Forces Week Tribute Book, the 57th Anniversary of this week long event is on track to be the best ever!

Inside each tribute book is a complete schedule of events including the Opening Ceremony at Buffalo Riverworks, 359 Ganson Street, Buffalo, NY 14203 on May 7th, the luncheon on May 11th and the Military Ball on May 13th held at Salvatore’s Italian Garden, 6461 Transit Rd, Depew, NY 14043. Also included are tributes to each of the fifteen local service member honorees, as well as those military members from Western New York who have paid the supreme sacrifice in their service to our nation over the past year. Everyone in attendance at all three events will receive a tribute book. Advertising in our tribute book will not only convey your support of our military service members, but it will reach out to a large and diverse audience.

Tribute book advertisement contributions are used to defray event costs and sponsor our service honorees. In addition, proceeds from this year’s tribute book will go to WNY Freedom Lounge, a courtesy center dedicated to servicing the needs of traveling military, veterans, and their families inside the Buffalo-Niagara International Airport.

The enclosed order form describes available space options and pricing. Please submit your request by April 14th, 2017 so we can meet our publication deadline. We welcome your partnership in recognizing those who wear the uniform of our great nation, contact Glen Ignasiak at 716.570.7669 (email:afwtribute@wnyafn.com), with any questions.

Sincerely,

Andrea E. Pitruzzella, LtCol, USAFR

General Chairman

Western New York Armed Forces Week Committee

***Count me in, I want to participate!***

**57th Annual Armed Forces Week**

# *Armed Forces Tribute Book 2017*

To place your advertisement, please follow the steps below:

Indicate the size of advertisement desired. The advertisement sizes are depicted on the back of this form:

\_\_\_\_ Back Cover in color ($1200.00) \_\_\_\_ Inside Cover in color ($600.00)

\_\_\_\_ Full Page Color ($430.00) \_\_\_\_ Full Page ($350.00)

\_\_\_\_ Half Page Color ($270.00) \_\_\_\_Half Page ($220.00)

\_\_\_\_ Quarter Page Color ($170.00) \_\_\_\_ Quarter Page ($120.00)

\_\_\_\_ Eighth Page Color ($100.00) \_\_\_\_ Eighth Page ($70.00)

\_\_\_\_ Business Card ($75.00) \_\_\_\_ Business Card ($50.00)

Include a hard copy of your advertisement or business card, along with a digital copy on a CD. The Tribute Book editorial staff cannot prepare your advertisement.

Provide a technical point of contact in case our staff has any questions about your advertisement.

**NAME** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**PHONE** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please make your check payable to “**Armed Forces Week Committee**.”

Fill in the following information:

**AUTHORIZED BY** (Name): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**TITLE**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SIGNATURE**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**COMPANY/ORGANIZATION**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**STREET ADDRESS**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**CITY/STATE/ZIP CODE**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PHONE NUMBER**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**FAX NUMBER**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Mail this completed form, together with your check and a copy of your advertisement by April 14th, 2017 to:**

**Armed Forces Week Committee**

**PO Box 0832**

**1200 William St**

**Buffalo, New York 14240-0832**

Questions: [afwtribute@wnyafn.com](mailto:afwtribute@wnyafn.com)

Business Card Size

(10 per Page – 3 ½ x 2)

Business Card Color - $75

Business Card Black - $50

**Full Page Advertisement (8 ½ x 11)**

**Full Page Color - $430**

**Full Page Black - $350**

**Western New York Armed Forces Week 2017**

Eighth Page (4 ¼ x 2 ¾)

Eighth Page Color - $100

Eighth Page Black - $70

Quarter Page (4 ¼ x 5 ½)

Quarter Page Color -$170

Quarter Page Black - $120

Half Page (8 ½ x 5 ½)

Half Page Color - $270

Half Page Black - $220