



**57TH ANNUAL
WESTERN NEW YORK
ARMED FORCES WEEK**

**P.O. Box 0832, 1200 WILLIAM STREET
BUFFALO, NEW YORK 14240-0832
www.wnyafn.com/afw**

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

Civilian Chairman

Hon. Frank Caruso

General Chairman

Lt Col Andrea Pitruzzella, USAFR

Chief of Staff

MSgt Chanda White, NYANG

Secretary

SMSgt Stephan Kovacs, NYANG

Treasurer/ Budget Director

Maj Jerome Privitera, USA (Ret)

Luncheon

Lt Col Frank J. Sparacino, USA (Ret)

Lt Col Jeffrey Glatz, USAFR (Ret)

Ball

Maj Jennifer Rhoney, USAFR

MSgt Kristin Taylor

Opening Ceremonies

SMSgt Jeffrey Gray, USAFR

Capt John Kasmer, USA (Ret)

Awards Ceremony

CMSgt Robert Ward, USAF (Ret)

Tickets

Maj Jerome Privitera, USA (Ret)

Ms. Margaret Price

Tribute Book

CMSgt Glen Ignasiak, USAFR

SMSgt Rebecca Hucknall, USAFR

Public Affairs

MSgt Kevin Nichols, USAFR

PHC Tom Kelly, USN

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

Full Page Advertisement (8 ½ x 11)

Full Page Color - \$430

Full Page Black - \$350

Western New York Armed Forces Week 2017

Business Card Size
(10 per Page – 3 ½ x 2)

Business Card Color - \$75

Business Card Black - \$50

Half Page (8 ½ x 5 ½)

Half Page Color - \$270

Half Page Black - \$220

Quarter Page (4 ¼ x 5 ½)

Quarter Page Color - \$170

Quarter Page Black - \$120

Eighth Page (4 ¼ x 2 ¾)

Eighth Page Color - \$100

Eighth Page Black - \$70