

# Variety –the Children’s Charity of Southern California

is proud to honor:

# BRUCE SNYDER

2010 Lifetime Achievement Award Recipient



Helping Children In Need



## BRUCE SNYDER

PRESIDENT, DOMESTIC DISTRIBUTION, TWENTIETH CENTURY FOX

Bruce Snyder, a native New Yorker, obtained his Business Degree from Queens College.

Mr. Snyder began his career as a booker with Paramount Pictures in 1968 and worked his way up to New York Sales Manager before departing Paramount Pictures in 1976 for the Eastern Division Manager position at 20th Century Fox. In 1985, Mr. Snyder was promoted to Senior Vice President-General Sales Manager, Eastern Region which he held until becoming President, Domestic Distribution in 1989. Mr. Snyder continues to hold his position as President Domestic Distribution overseeing the entire Theatrical Distribution Division for all of 20th Century Fox within the United States and Canada.

Mr. Snyder also serves as Chairman of the Board of Directors for the Will Rogers Motion Picture Pioneer Foundation and is on the Board of Directors of Variety, The Children’s Charity. He’s the recipient of the Variety Boys and Girls Club of Queens “Man Of The Year” and the Show “E” award given annually by the Show East Convention.

Variety –the Children’s Charity of Southern California, founded in 1941, is made up of men and women primarily in the entertainment industry who raise the much-needed funds to provide lifesaving support for disabled, abused, physically-challenged and underprivileged children in the Southern California community. We are proud that 88 cents of every dollar raised from our major fundraisers goes directly to the children we serve. The proceeds raised from this tribute journal will support programs in the areas of Education, Health Care, and Mobility serving children in need across Southern California.

Please support Variety –the Children’s Charity by participating in

## THE BRUCE SNYDER TRIBUTE JOURNAL

### Ad Type & Cost

<b>Cover</b>	(full color 7.5”w x 10”h)
Back Cover	\$25,000
Front or Back Inside Cover	\$15,000
<b>Two Page Spread</b>	(full color 16”w x 10”h)
Platinum	\$10,000
Gold	\$7,500
Ruby	\$5,000
<b>Single Page Color</b>	(full color 7.5”w x 10”h)
Platinum	\$4,000
Gold	\$3,000
Ruby	\$2,000
<b>Black and White</b>	
Full Page	\$1,000 (7.5”w x 10”h)
Half Page	\$750 (7.5”w x 4.75”h)
Quarter Page	\$500 (3.5”w x 4.75”h)

### ARTWORK IS DUE FRIDAY, OCTOBER 1st, 2010

The trim size for the book is 8.5” x 11”. Our printer will add a half inch color frame around all adds to indicate sponsorship levels. Please design your ads as specified above with a .25” bleed on all sides.

Please make your tax-deductible donation payable to:  
Variety –the Children’s Charity of Southern California

Checks may be mailed to:

Variety of Southern California  
4601 Wilshire Blvd. Suite 260  
Los Angeles, CA 90010  
Attn: Elizabeth O’Neil

To Pay Online

Please visit [www.varietysocal.org](http://www.varietysocal.org)  
or email [elizabeth@varietysockal.org](mailto:elizabeth@varietysockal.org)

To make a payment by credit card over the phone  
please call (323) 655-1547

ARTWORK IS DUE FRIDAY, OCTOBER 1st, 2010

Please email your ads to:

[ryan@varietysockal.org](mailto:ryan@varietysockal.org)

Ads over 10mb can be sent via [www.yousendit.com](http://www.yousendit.com)

File Format: our preferred format for your ad is a PRESS READY PDF. We will also accept TIFF and EPS formats (300dpi minimum at 100% actual size, please convert all fonts to outline). Publisher is not responsible for proofreading, spelling or grammatical errors.

Due to the volume of ads and the philanthropic nature of this project, there will be no press proofs available. Please submit color ads in CMYK format. If you wish, we can help with the layout of your ad –simply submit the text and any special instructions.

Please email questions to Ryan Cathcart at [ryan@varietysockal.org](mailto:ryan@varietysockal.org) or by calling 323-655-1547.