



## **CATHOLIC ASSOCIATION OF SOUTH KANARA (CASK) CASK CENTENARY SOUVENIR**

**TO BE RELEASED AT THE VALEDICTORY FUNCTION  
OF THE CASK CENTENARY CELEBRATIONS ON  
SEPTEMBER 21, 2014**

**This will be a unique, valuable and priceless Souvenir to be compiled by John B. Monteiro, consisting of Four Parts :**

**Part-1 – History of Kanara Catholics**

**Part-2 – 100 Years of CASK and REPORTS from Kanara Catholic Associations in other cities of India and Abroad**

**Part-3 – In Memorium – Tributes To Dear Departed**

**Part-4 - Advertisements**

The **CASK Centenary Souvenir** will be printed on superior paper and bound to last. It will find a pride of place in the drawing room coffee tables of thousands of homes and will be read with interest by many more. It will have a long shelf life and will be a reference source for those wanting to know more about the community and its past. The editorial content will stress the Mangalorean Catholic Community's glorious past (and also its struggles) and the challenges before it.

**Part - 3 : Recall and Express GRATITUDE and TRIBUTES to Your Dear Departed!**

*The evil that men do lives after them; The good is oft interred with their bones -William Shakespeare in Julius Caesar*

The above Shakespearean quote is not true of the Mangalorean Catholic Community. A researcher who has studied the volumes of *Mangalore*, the monthly organ of the Catholic Association of



The Centenary Souvenir of the Catholic Association of South Kanara (CASK) to be released on September 21, 2014 at the concluding function of the year-long celebrations, provides a unique platform to the advertisers to reach high profile Mangalorean spread across India and abroad. Beyond thousands of primary members and their families, the souvenir will become the source of reference in the community. So, advertisers will have a multiplier exposure to their message. Considering the wide reach and long shelf-life of the souvenir, and its content of abiding value and interest, the advertisers are offered attractive rates.

**Advertisement Tariff :**

Back Cover – ₹ 1,00,000/-

Inside Front Cover and Inside Back Cover – ₹ 75,000/- each

Inside Pages – Full Page Colour : ₹ 25,000/- per page;

Full Page Black & White : ₹ 15,000/- per page

Half Page Black & White : ₹ 10,000/- per page.

Note : Half Page Colour will not be available.

**The rates for 'In Memorium' and Advertisements** have been kept modest to facilitate our members and for CASK to accrue some funds for the Centenary projects. The sponsors will receive one copy for each of the pages booked. The souvenir will be an ideal platform to advertise products and services.

There is an altruistic angle for supporting the Centenary souvenir. CASK is a not-for-profit organization and the surplus generated through the souvenir will go to support deserving causes - like scholarships to needy students, promotion of Blood, Blood Products, Organ and Whole Body donations, a Home for the Homeless, Personality Development Programme for school students and other activities to support CASK services and assistance to the marginalized groups.

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***The advertisement contract form is attached.***



South Kanara, from its inception in 1927 to date, notes that Mangaloreans in India or abroad, have been passionately sentimental about their dear departed. On the death of their dear ones and their landmarks like birth centenary, the bereaved have been generous in sponsoring nostalgic tributes to their loved ones supported by their favourite photos through the pages of *Mangalore*.

To such people with thanksgiving and gratitude for their forebears, the deluxe Centenary Souvenir of the Catholic Association of South Kanara (CASK) to be released at the end of the year-long celebration, with the concluding function on September 21, 2014, will provide a God-sent opportunity to recall their dear ones with endearing tributes and nostalgic photographs.

The souvenir is also a good platform to greet the living by sponsoring write-ups/photographs to mark the jubilees/centenary of their living relations.

**Sponsorship Rates for 'In Memorium':**

Full Page Colour – ₹ 25,000/- per page

Full Page Black & White – ₹15,000/- per page

Half Page Black & White – ₹ 10,000/-

Note : Half-Page Colour will not be available.

**Part-4 : Advertisements**

The CASK Centenary Souvenir will be a Unique platform for Advertisements.

*Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does. – SH Britt.*

*Many a small thing has been made large by the right kind of advertising – Mark Twain.*

Right kind of advertising involves the content of which the businessman knows best and the media or the platform to project the message.