

ALBUQUERQUE JOURNAL  
Mornings and Sundays

The Albuquerque Tribune  
(A Scripps Howard Newspaper) Evenings

**Albuquerque Publishing Company**  
**7777 Jefferson N.E. Albuquerque, New Mexico 87109**  
**P.O. Drawer J-T Albuquerque, New Mexico 87103**  
**(505) 823-7777**

February 2008

Dear Non-profit Manager,

The Albuquerque Publishing Company's "brown wrapper" program is a valuable opportunity for non-profit organizations to gain exposure in the community. In the past, brown wrappers were given to non-profit organizations on a first come-first served basis. After much thought we decided that this may not be the best way to serve these organizations or our readers. We have decided to send the attached questionnaire and have you return it to us no later than **August 31, 2008**. Along with the completed questionnaire, please provide a determination letter recognizing your organization as a 501 (c) (3) as described by the Internal Revenue Service.

Our goal is to expose our readers to a wide range of organizations and provide non-profit organizations with an avenue for getting information to the general public. We are happy to offer this service to organizations free of charge. While we do believe that thanking sponsors is important, we would hope that the wrappers be used to educate our readers about your mission. We also ask that the message be as general as possible, without using and time-sensitive information.

We will select non-profit organizations for 2009 by lottery and based on information provided in the questionnaire. Organizations selected to receive a brown wrap are expected to provide us with a PDF file via e-mail four weeks before the wrap is to run. The dimensions for the wrap are 11" x 19".

If you have any questions please call me at 823-3503. Applications can be returned by fax at 823-7782 or mailed to my attention at 7777 Jefferson NE, Albuquerque, NM 87109.

Best Regards,

Tanya Lenti  
Business & Event Marketing Coordinator

Enclosure

Name of organization \_\_\_\_\_

Contact person \_\_\_\_\_

Address \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Please provide a determination letter recognizing your organization as a 501 (c) (3) as described by the Internal Revenue Service. Please provide a description of your organization? How many New Mexicans are served annually? What is the message that you would like to share with our readers? Is there a month that you prefer the wrapper to run (although we try to honor preferences, there are no guarantees)? Please limit your response to this page.