

K I W A N I S I N T E R N A T I O N A L



Serving the  
Children  
of the World

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# Serving the Children of the World



The Kiwanis International logo and motto, "Serving the Children of the World" are brilliantly featured in the organization's new, full-color public service billboard\*.

The elements of this billboard closely associate Kiwanis with its mission statement, "...to be the world's leading organization engaging adult and youth volunteers to meet the needs of children." The design features both the web site address and 800 telephone number for Kiwanis International, but can be customized with your club's contact information (see back).

Most outdoor advertising companies will donate space for Kiwanis public-service messages, or charge only for the cost of labor to paste up the paper sets. Contact your local outdoor advertising companies to determine if space is available and to enlist their cooperation. To order, please fill out the following information and send a check or money order directly to:

DeWitt Advertising, Inc.  
2130 West Brandon Blvd. Ste. 104  
Brandon, FL 33511  
813 654-1009  
813 654-0485 (fax)  
Attn: Linda Beckett or Michael Watt

Kiwanis Club Name and Representative: \_\_\_\_\_

Please send \_\_\_\_\_ "Serving the Children of the World" poster(s) to:

Outdoor Company's Name and Representative: \_\_\_\_\_

Outdoor Company Shipping Address: \_\_\_\_\_

Street Address (no post office boxes): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Each poster is \$42.00 US dollars, including shipping.

Please allow two weeks for delivery.

Amount enclosed: \_\_\_\_\_ (Number of posters x \$42 US dollars)

Note: While we refer to this program as a billboard campaign, the signs are actually referred to as 30-sheet "poster panels" in the advertising trade. The actual size is 10'8" x 22'8" and the artwork can be trimmed to fit smaller Canadian billboards without deleting any of the copy.