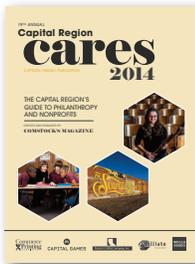


20TH ANNUAL CAPITAL REGION CARES SPECIAL SUPPLEMENT

10,000 REASONS

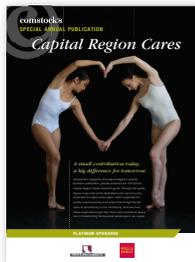
your nonprofit should be in Capital Region Cares this year.



2014



2013



2012

For the 20th consecutive year, Comstock's is again embarking upon the creation of our annual salute to area nonprofits and charitable organizations. We call it Capital Region Cares, and this year segments of it will appear in consecutive issues of Comstock's, from December 2014 through May 2015. In 2014 we added a new bonus — one that gives you 10,000 reasons to participate.

After all parts of the series are published in Comstock's, we'll combine them to produce our annual Capital Region Cares 2015 magazine. This publishing will coincide with a Comstock's-hosted event honoring the featured nonprofit agencies and their profile sponsors.

And what's the 10,000 you ask? Good question. For the second year in a row, we plan to have a special drawing at our event, and the winner will be the happy recipient of a check from Comstock's for \$10,000. KidsFirst was the recipient in 2014, and we can hardly wait to see who'll be the winner in 2015.

For more information, contact Winnie Comstock-Carlson at 916.364.1000 x 101 or winnie@comstocksbusiness.com.

Winnie Comstock-Carlson
Publisher

20TH ANNUAL CAPITAL REGION CARES

SPECIAL SUPPLEMENT

For 19 years, Comstock's has shown its support for hundreds of local nonprofit organizations through *Capital Region Cares*, our annual publication that provides insight into the dedicated work carried out by charities and philanthropists across much of Northern California.

Through the feature stories and resources provided in this guide, you can discover the role philanthropy plays in transforming the business landscape and quality of life in our communities.

In past years, nearly 400 nonprofits, with the support of more than 300 local business sponsors, have benefitted from the awareness and community support generated by *Cap Cares*.

In addition to being included in the pages of Comstock's, thousands of additional copies of *Cap Cares* will be reprinted in the summer of 2015 and made available at Sacramento's Nonprofit Resource Center and more than 50 nonprofit, business and community events. Additionally, 2,000 copies are mailed to the CEOs and corporate responsibility directors of major companies around the region.

Platinum package

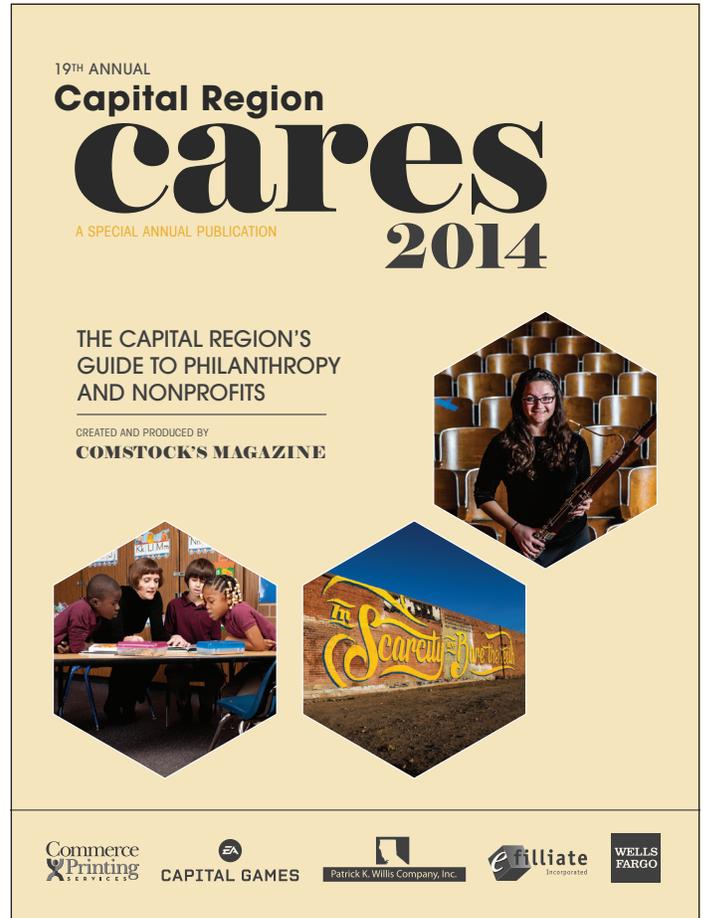
- A 2-page spread. This can be a 2-page advertorial for the nonprofit or a 1-page advertorial for the nonprofit and 1-page display ad for the sponsor
- Sponsor logo on the reprint cover
- Half-page, 4-color ad for the nonprofit in one additional issue of *Comstock's* during 2015
- **\$9,795**

Gold package

- A two-page spread. This can be a two-page advertorial for the nonprofit or a one-page advertorial for the nonprofit and a one-page display ad for the sponsor
- 1/3-page, four-color ad for the nonprofit in one additional issue of *Comstock's* during 2015
- **\$8,275**

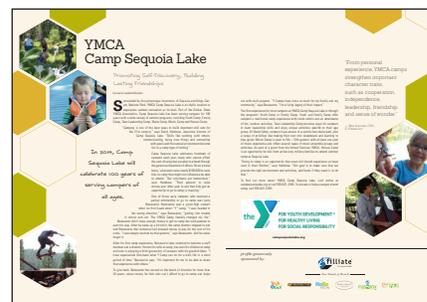
Silver package

- One full-page, four-color advertorial of a nonprofit organization
- 1/4-page, four-color ad for the nonprofit in one additional issue of *Comstock's* during 2015
- **\$5,250**
- Each profiled nonprofit agency will be eligible for our \$10,000 cash drawing to be held in July 2015.
- Up to 500 reprints are available to each nonprofit upon request.



Our 19th annual Capital Region Cares 2014 cover

Two-page spread



Full page



20TH ANNUAL CAPITAL REGION CARES SPECIAL SUPPLEMENT

SPECIAL FEATURES INCLUDE:

Over the years, the editorial offerings included in the annual *Capital Region Cares* supplement have continued to grow in quantity and depth. In addition to timely and insightful features presented in *Comstock's*, several new articles and resources are presented in the supplement.

Produced as a year-long resource and inspirational guide, the editorial package includes extensive regional nonprofit listings, information and strategies for philanthropists, management tactics and lessons for nonprofit leaders, and first-person accounts of the impacts these charitable organizations have on the lives of our neighbors.

Nonprofit listings

This table lists various nonprofits such as 'Hirovations Pregnancy Center', 'SF Jordan Child Care Program Inc.', 'Step & Stride Club of Placer County', 'Child Action Inc.', 'Children for Children', 'Event Supporter Special Advocates for Children Inc.', 'Asian Pacific Community', 'Step and Stride Club of El Dorado County', 'Center for Fathers and Families', 'Children's Learning Project', 'El Dorado Walk for the Elderly Inc.', 'Event Supporter Special Advocates for Children Inc.', 'Big Brothers Big Sisters of Greater Sacramento', 'Step & Stride Club of El Dorado County', 'Child Abuse Prevention Center', 'Children's Advocacy Center of Sacramento', 'Community Partnership for Family Support', 'Event Supporter Special Advocates for Children Inc.', and 'Event Supporter Special Advocates for Children Inc.'.

First read

The preview shows an article titled '\$7.7 billion' with a sub-headline 'Are you throwing your charitable donations down the drain?'. It includes a 'DID YOU KNOW?' section with a bar chart and a 'TOO HOUSES STRONG' section with a photo of a house.

RSVP



Success stories

The preview shows an article titled 'From Setbacks to Scholar' with a photo of a family. The text describes a child's journey from facing setbacks to becoming a scholar.