



Ron Paul/C4L Executive Currency Summary

Metal: .999 fine silver **Size:** 39mm **Weight:** One Troy Ounce **Finish:** Proof-Like
Projected Production: 25,000 of 2009 edition

Proceeds Benefit: Ron Paul's Campaign for Liberty.

Design Specifications: Against a field of stars and bars, Ron Paul's contemplative image adorns the obverse of this inspirational fine silver round. The reverse features the now instantly classic Campaign for Liberty logo of swirling calligraphic accents. Along with the stunning text against the mirror finish, the organization's web address is prominently positioned. Around the outside edge reads all that Ron Paul stands for: INDIVIDUAL LIBERTY, CONSTITUTIONAL GOVERNMENT, SOUND MONEY, FREE MARKETS AND NON-INTERVENTIONIST FOREIGN POLICY. Of all the Ron Paul silver pieces produced, this one stands above them all.

Marketing Target: There are few in the freedom movement who are not already familiar with the Campaign for Liberty and its leadership role. With the extensive recognition of Ron Paul and his organization's growing effectiveness, the movement of this item will benefit from any form of broad communication. Having a prominent position on the C4L web site will ensure a staggering number of views and demand for it.

License Fee: \$1.00 to benefit the national Campaign For Liberty.

Die Recovery Fee: \$1.00

Variations: There are no variations of this piece.

Recommended Retail Price: It is recommended that this piece be offered at the retail price of \$25 with the caveat that the market may demand a price increase as public awareness increases.