

Why Should I Advertise in the Delmarva Folk Festival Program?

What message would you like to deliver to a friendly, family oriented musical community in the Fall?

- Thank your clients for a great year
- Let prospective customers know about fall events and holiday shopping specials with your business
- Congratulate the Friends of Folk for bringing music to Delmarva for 17 years!
- Increase your business brand-awareness, while supporting a non-profit organization based in the community.

The Delaware Friends of Folk is a 501(c)(3) not-for-profit organization, and member of the North American Folk Music and Dance Alliance. Programs are made possible, in part, by a grant from the Delaware Division of the Arts.

Delaware Friends of Folk
P.O. Box 1006
Dover, DE 19903-1006



Delaware Friends of Folk

presents

17th Annual Delmarva Folk Festival

Oct 3-4, 2008



<p>Half Page: \$95</p>	
<p>1/8 Page (Business Card) \$40</p>	<p>1/4 Page Ad \$65</p>
<p>Full Page \$150 Inside / Outside cover \$250</p>	

Full Page Ads:
You also get 2 free tickets!

More Tips

- If sending a photo, choose one with high contrast and a light to medium background. Your photo may become 15-20% darker as it goes through the printing process.
- The program will be printed in black on white paper.

For more information 877-DEL-FOLK or festival-ads@delfolk.org

Program Advertising Opportunities...



The Delmarva Folk Festival

On October 3th & 4th, 2008, the Delaware Friends of Folk will present the 17th Annual Delmarva Folk Festival, an outdoor festival featuring kids activities, crafts, food, and a full program of music.



The Delmarva Folk Festival serves to showcase outstanding local and regional performers and to provide attendees an opportunity to enjoy great music, crafts, food and fun in a beautiful outdoor setting.

The first night of the festival will include the Delmarva Folk Hero Contest, which supports local talent!

The Festival Program



Each year we publish a high quality program for up to 500 festival attendees. Your advertisement will be read by a large number of local and regional folks and your payment will help offset the printing cost for the festival program.

Read All Day Long

The Festival Program is a vital guide to the event. It includes a site map, information about on-site vendors, complete performance schedule, and bios of the performers. Attendees will page through the program all day and into the night.



All-Year Reading

The Festival Program is more than just a guide for a weekend event—in many ways, it is a Yearbook for the Delaware Friends of Folk. Members keep their programs for years as a treasured souvenir.

In addition to carrying information about the festivities, the Festival Program has photos from prior festivals, updates on the Friends of Folk's activities, as well as tributes and memorials.

Program Ad Order

<input checked="" type="checkbox"/>	Type	Size	Cost
	1/8 page	Business Card	\$40
	1/4 page	3.5" x 4.5"	\$65
	1/2 page	4.5" x 8.5"	\$95
	Full Page	8.5" x 11"	\$150
	Inside/Outside Cover	8.5" x 11"	\$250
	Typesetting, etc.		\$15

Total: _____

Business Name _____

Contact Name _____

Address _____

City, State, ZIP _____

Phone _____ Email _____

Ad Agent _____

Special Instructions _____

Pmt Received by _____

Pmt Method & \$ _____ \$ _____
 Amt: check _____ cash _____

_____ Wants to review proof? Yes No

Payment Received Date _____

- Ads should be camera ready.
 - No additional charge for expanding or reducing the size of the ad
 - Paste-up work, photo scans, typesetting, reverse printing, add \$15
 - Please send printed copy or paste-up materials, but we'd prefer submissions electronically to festival-ads@delfolk.org.
 - Artwork will not be returned unless specifically requested.
 - Electronic submissions to festival-ads@delfolk.org: Please send .pdf with embedded fonts and pictures/graphics included separately, or Microsoft Word, with all required graphics files. No MS-Publisher, MS-Works, or Print Shop files can be accepted.
 - Photos should be higher resolution (more than 100dpi) to print properly.
 - If a proof of typesetting is wanted, advertiser must include email address.
- The deadline for advertisement submissions is Sept. 1, 2008.**

**Must be returned
By Sept. 1, 2008 to:**

**Delaware Friends of Folk
P.O. Box 1006
Dover, DE 19903-1006**