

Long's Park Art & Craft Festival Gate Catalog Advertising

Market yourself to an estimated 20,000 sophisticated shoppers at the Long's Park Art & Craft Festival. All guests will receive a free, full color gate catalog as they enter the four-day Labor Day weekend event. Listing all exhibitors and their contact information, guests read it while they're at the show and use it as a resource after they return home.

General Specifications Ad Sizes and Prices

Electronic artwork required. **Otherwise, there will be an additional charge to create your art.** The Long's Park Amphitheater Foundation reserves the right to revise or reject any advertising copy.

- Electronic artwork must be submitted as a high resolution PDF with all fonts embedded or as a 300 dpi (at actual size) Photoshop TIFF or JPEG.
- A hard copy printout of your ad must accompany any electronic artwork.
- All artwork must fit within the actual size of ad purchased, and crop marks must be noted.
- **Reservations and payment due no later than July 15, 2011.**
- **Artwork due by August 1, 2011.**

Please check your ad size. **All dimensions are width by height.** Pricing is net.

- Back cover, four color, 5.125"(w) x 8.125"(h) live area, no bleed \$950
- Inside front or back cover, four color, 5.125"(w) x 8.125"(h) live area, no bleed \$825
- Full page, four color, 4.5"(w) x 7.5"(h) live area, no bleed \$750
- Full page, black-and-white, 4.5"(w) x 7.5"(h) live area, no bleed \$565
- Half page, four color, 4.5"(w) x 3.625"(h) horizontal or 2.125"(w) x 7.5"(h) vertical live area \$440
- Half page, black-and-white, 4.5"(w) x 3.625"(h) horizontal or 2.125"(w) x 7.5"(h) vertical live area \$335
- Quarter page, four color, 2.125"(w) x 3.625"(h) live area \$230
- Quarter page, black-and-white, 2.125"(w) x 3.625"(h) live area \$195
- Eighth page, four color, 2.125"(w) x 1.6875"(h) live area \$155
- Group third page,** full color, 4.5"(w) x 2.25"(h) live area \$320 each
- Group sixth page,** full color, 2.125"(w) x 2.25"(h) live area \$180 each

** Special discounted group rates are available to advertisers doing business in a common shopping area (e.g. Downtown Lancaster, Brickerville, Rockvale Square, etc.). A header at the top of the page will identify the shopping area. **To qualify for Group rates, a total of three third page ads or six sixth page ads must be purchased and appear under one heading.**

TOTAL \$ _____

Artwork

- Electronic artwork provided
- Electronic artwork to follow

Art on CDs may be mailed to: Long's Park Amphitheater Foundation, 630 Janet Avenue, Suite A-111, Lancaster, PA 17601-4541. PDFs may be emailed to info@longspark.org with hard copy faxed to (717) 735-8884.

- I/We enclose my/our check, made payable to "Long's Park Amphitheater Foundation," in the amount of \$ _____.

- Please charge \$ _____ to my/our    

Account No. Exp. Date

Name on Credit Card _____ Signature _____