

## Advertising details

### Contract

Complete the form at  
[www.SaratogaArtsFest.org/support/advertise.php](http://www.SaratogaArtsFest.org/support/advertise.php)

### Deadlines

Contract, payment and ad artwork  
due March 20, 2012.

### Mail to

SaratogaArtsFest  
Attn. Advertising  
815 N. Broadway  
Saratoga Springs, NY 12866

Artwork for ads can be e-mailed to:  
[ads@SaratogaArtsFest.org](mailto:ads@SaratogaArtsFest.org)

### Formats

Color or B/W ads accepted  
Formats: .pdf, .jpg, or .tiff  
Resolution: 300 dpi or higher

### Placement

With the exception of premium full-page ads  
purchased for a specific location, placement  
of ads is at the sole discretion of SaratogaArtsFest.

### File manipulation surcharge

Any ad not sized appropriately or requiring  
re-work of any kind will be subject to a \$75  
surcharge, payable immediately in order to  
secure space in the program.

### There is limited space in ArtsFest publications!

Call today to reserve your spot.

### Questions? Email or call.

[ads@SaratogaArtsFest.org](mailto:ads@SaratogaArtsFest.org)  
518.580.8010



## SaratogaArtsFest ADVERTISING OPPORTUNITIES

**SaratogaArtsFest,**  
a community-wide arts celebration  
from June 7–10, 2012, will feature  
music, dance, visual art, theatre, film,  
and literary art in diverse venues  
throughout the city.

**Reach arts-oriented  
consumers with your ad!**

[www.SaratogaArtsFest.org](http://www.SaratogaArtsFest.org)

## Why you should advertise

The Festival Book and Event Guide is THE reference guide for the more than 3,000 passionate arts fans who will be attending the event in 2012. Bonus distribution includes all participating artists, venue owners, and partner organizations.

Now in its sixth year, SaratogaArtsFest is designed to introduce and reinforce Saratoga Springs as a center for the arts to thousands of new consumers. ArtsFest drives foot traffic into the city, and into Saratoga businesses, during the month of June—a time that tends to be traditionally slow for our city. Please support these efforts by advertising in the 2012 Festival Book and Event Guide.

## Advertising reservation contract

### Advertiser Information:

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Ad size (*circle one*):

Quarter    Half    Full    Inside Front/Back Cover    Back Cover

Ad style (*circle one*):

Color    Black/White

Ad cost: \$ \_\_\_\_\_ Redesign fee: \$ \_\_\_\_\_

TOTAL DUE: \$ \_\_\_\_\_

Signature \_\_\_\_\_

Send this form and payment to:  
SaratogaArtsFest, Attn. Advertising  
815 N. Broadway, Saratoga Springs, NY 12866.

## Placement sizes and cost

### Full page:

\$500  
3.75" x 10.5"

### Inside front/back cover:

\$1,000  
3.75" x 10.5"

### Back cover:

\$1,500  
3.75" x 10.5"

### Half page:

\$350  
3.75" x 5.25"

### Quarter page:

\$200  
3.75" x 2.5"