

# Susquehanna Folk Festival



Advertise to over 2,500 audience members!

## Susquehanna Folk Festival Program Advertising Available!

The Susquehanna Folk Festival invites you to advertise in our Festival Program Book. Your ad will promote your business or organization to **over 2,500 audience members** during the Susquehanna Folk Festival held July 28 and 29, 2018 at the Roundtop Mountain Resort in Lewisberry.

## Susquehanna Folk Festival

The Susquehanna Folk Festival is an exciting new two-day music, dance, storytelling, and craft festival sponsored by the Susquehanna Folk Music Society. Headliners for this year's festival include the legendary **David Bromberg**, four-time Grammy Award winner **David Holt**, the great blueswoman **Rory Block**, the fabulous Texas Swing fiddling **Quebe Sisters**, local favorites **Neidig, Koretzky, Gehret, and Campbell**, the amazing **Kulu Mele African Dance and Drum Ensemble**, the memorizing **Give and Take Jugglers** and *much more!*

The Susquehanna Folk Festival will feature quality entertainment on five stages, family activities all day long, swing and contra dancing, storytelling performances and circles, and an extensive craft and artisan area.

The Susquehanna Folk Festival is a perfect two day event for folk music enthusiasts, dancers, craft lovers, storytellers, or someone just looking for a weekend adventure in beautiful York County!

## To Place An Advertisement

Select the ad size best suited to your needs, and complete the order form on the back of this page. Send order form, artwork or design materials, and a check or money order payable to SFMS. Electronic copy can be emailed as a PDF or image file. **See back for complete details.**

**Your ad will appear in color on the festival website, and in black and white in the printed program.**

## Advertising Rates and Sizes

Back Cover . . . . 5 inches wide × 8 inches tall . . . . . \$500  
Full Page . . . . . 5 inches wide × 8 inches tall . . . . . \$450  
Half Page . . . . . 5 inches wide × 3¾ inches tall . . . . . \$300  
Quarter Page . . . 2¼ inches wide × 3¾ inches tall . . . . \$200

**Mail ad copy, payment, and order form to:**  
Katherine Pearson  
521 S College St.  
Carlisle, PA 17013-3712

**We will create your ad at no extra charge!**

## Ad Submission Deadlines

**June 15, 2018** send your ad information (logo, photo, wording) to have us create an ad for you  
**July 1, 2018** send your completed ad file

See the back of this paper for complete information on sizes, formats, and how to submit copy and payment, plus information on ad design services.

## Questions?

General Questions: Katherine Pearson (717) 249-1995 | [kcpears@gmail.com](mailto:kcpears@gmail.com)  
Technical Questions: Steve Davis (717) 208-6277 | [jstephendavis@comcast.net](mailto:jstephendavis@comcast.net)

Sponsored by the Susquehanna Folk Music Society with funding from the York County Convention and Visitors Bureau.

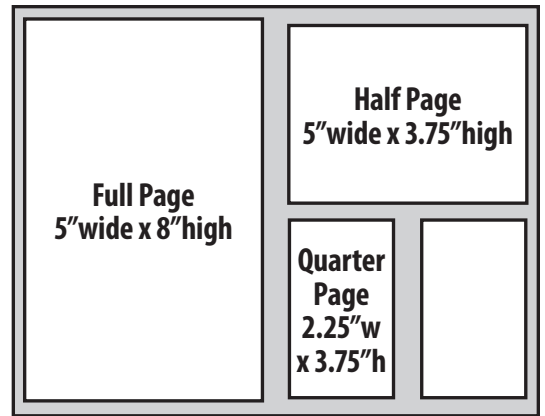
The McCormick Family Foundation

The Powder Mill Foundation



## Ad Specifications

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## We Can Create Your Ad

Please send sharp black-and-white or photo-quality grayscale artwork. Artwork should be sized to fit the space selected. The ad art may not have a half-tone dot pattern (printed photo).

Ads can be designed for you, using your logo and wording. Photos or other artwork can be incorporated, and a variety of stock images are available. Call or email for details.

## Your Ad Electronic Formats

We prefer electronic copy for ads. Please size your ad at 100%. Please do not send MS Word or Publisher documents.

**Email files to: Steve Davis at [jstephendavis@comcast.net](mailto:jstephendavis@comcast.net)**

**File Formats:** Hi-res PDF is best (printer-ready), TIF or JPG

**Resolution:** 300 dpi minimum

**Fonts:** all fonts must be outlined

**Color Space:** RGB (or grayscale)

**Your ad will appear in color on the festival website, and in black and white in the printed program.**

## Deadline

Deadline for all orders, ad copy and payment is July 1, 2018.

Payment must be enclosed with order. Make check or money order payable to SFMS.

## Contacts

**General questions** can be directed to **Katherine Pearson** (717) 249-1995 [kcpears@gmail.com](mailto:kcpears@gmail.com)

**Technical questions** about ad design, sizing, layout, or electronic submission of ad copy can be directed to **Steve Davis** (717) 208-6277 [jstephendavis@comcast.net](mailto:jstephendavis@comcast.net)



*Cut here and enclose this form with ad copy and payment.*

Business Contact Person \_\_\_\_\_

Business Name \_\_\_\_\_ Business Phone \_\_\_\_\_

Business Address \_\_\_\_\_

Fax \_\_\_\_\_ Business E-Mail \_\_\_\_\_

## Select ad size

**Deadline for all orders, ad copy and payment is September 1.**

- |   |  |
|---|--|
| <input type="checkbox"/> Back Cover . . 5 inches wide × 8 inches tall. . . . . \$500      | <input type="checkbox"/> Ads to be created by SFMS |
| <input type="checkbox"/> Full Page . . . . 5 inches wide × 8 inches tall. . . . . \$450   | <input type="checkbox"/> Ad is enclosed            |
| <input type="checkbox"/> Half Page . . . . 5 inches wide × 3¾ inches tall . . . . . \$300 | <input type="checkbox"/> Ad is electronically sent |
| <input type="checkbox"/> Quarter Page 2¼ inches wide × 3¾ inches tall . . . . \$200       |  |

**Total amount enclosed** \_\_\_\_\_

**Please make check or money order payable to SFMS. Payment must be enclosed with order.**

**Mail payment and order form to:**

Katherine Pearson  
521 S College St., Carlisle, PA 17013-3712

**Mail ad copy and materials to:**

J. Stephen Davis  
445 West Walnut Street, Lancaster, PA 17603