

# Susquehanna Folk Festival

July 26-28, 2019



*Advertise to over 2,500 audience members!*

## Program Advertising Available

The Susquehanna Folk Festival invites you to advertise in our 2019 Festival Program Book. Your ad will promote your business or organization to over 2,500 audience members during the festival held July 26-28, 2019 at Roundtop Mountain Resort in Lewisberry, PA.

## About Susquehanna Folk Festival

This exciting three-day festival, sponsored by the Susquehanna Folk Music Society, features five stages of quality entertainment; family activities all day long; swing, contra, square, blues and Cajun dancing; storytelling performances and a Liars Contest; and an extensive craft & artisan marketplace. It's a perfect event for folk music enthusiasts, dancers, storytellers, families looking for an interactive adventure, or someone just looking for a fun weekend in beautiful York County!

This year's headliners include Western Swing phenoms Hot Club of Cowtown; the legendary Celtic group Cherish the Ladies; "American Songster" Dom Flemons; string wizards Kittel & Co. (joined by guitarist John Doyle!); the mesmerizing Give and Take Jugglers; larger-than-life puppets from Spiral Q and many more.

## To Place An Advertisement

Sizes, formats, submission details, and ad design services are described on the back. Select the ad size best suited to your needs, and complete the order form.

The printed program features color covers front and back, with interior ads in black and white. The electronic program, on our website, will be in color.

Prices range from an affordable \$200 for a quarter-page inside ad to \$500 for a full-color ad on the back cover.

**Mail ad copy or design info, payment & order form to:**  
SFMS, 378 Old York Road, New Cumberland, PA 17070

**Email electronic copy to [newsletter@sfmsfolk.org](mailto:newsletter@sfmsfolk.org)**

## Questions?

**General Questions:** Jess Hayden ♦ 717.319.8409 ♦ [concerts@sfmsfolk.org](mailto:concerts@sfmsfolk.org)

**Technical Questions:** Lauri Brandenburg ♦ 919.405.2364 ♦ [newsletter@sfmsfolk.org](mailto:newsletter@sfmsfolk.org)

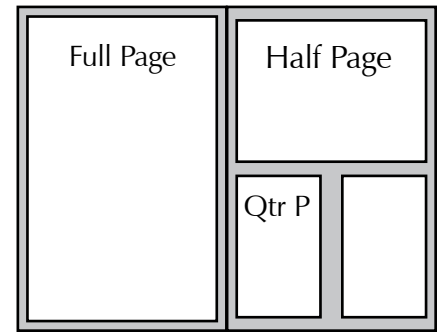
**We can create your ad at no extra charge!**

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



## Ad Specifications

\$500	Back Cover (color)	5 inches wide × 8 inches tall
\$475	Inside Cover (color)	5 inches wide × 8 inches tall
\$450	Full Page (B&W)	5 inches wide × 8 inches tall
\$300	Half Page (B&W)	5 inches wide × 3¾ inches tall
\$200	Quarter Page (B&W)	2¼ inches wide × 3¾ inches tall



## You Can Email a Finished Ad

PDF is best, but TIF, GIF and JPG are also fine. Please do not send MS Word or Publisher documents. The ad should be sized to fit the space selected. Email files to Lauri Brandenburg at [newsletter@sfmsfolk.org](mailto:newsletter@sfmsfolk.org).

Interior ads will be in color on the electronic version of the program, but black-and-white in the printed program.

## We Can Create an Ad For You

Ads can be designed for you, using your text and logo, photos or other artwork. Call or email for details.

Whether it's a finished ad or a design starter, please send crisp, photo-quality artwork at the highest resolution you have. If you zoom in, it should still look sharp and focused. Artwork can be in color, as it will appear online.

## Deadline

Deadline for all orders, ad copy and payment is **July 1**. Payment must be enclosed with order. Make check payable to SFMS. Credit cards can be used for payment; call SFMS at 717.319.8409.

## Contacts

**General questions** can be directed to Jess Hayden, SFMS Executive Director, at 717.319.8409 or by email at [concerts@sfmsfolk.org](mailto:concerts@sfmsfolk.org).

**Technical questions** about ad design, sizing, layout, or electronic submission of ad copy can be directed to Lauri Brandenburg at 919.405.2364 or [newsletter@sfmsfolk.org](mailto:newsletter@sfmsfolk.org).



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

Organization Contact Person \_\_\_\_\_

Organization Name \_\_\_\_\_

Organization Address \_\_\_\_\_

Organization Phone \_\_\_\_\_ Fax \_\_\_\_\_

Organization E-Mail \_\_\_\_\_

Select ad size:

- |   |  |
|---|--|
| <input type="checkbox"/> \$500 Back Cover   | <input type="checkbox"/> Ad to be created by SFMS  |
| <input type="checkbox"/> \$475 Back Cover   | <input type="checkbox"/> Ad is enclosed  |
| <input type="checkbox"/> \$450 Full Page    | <input type="checkbox"/> Ad is emailed to <a href="mailto:newsletter@sfmsfolk.org">newsletter@sfmsfolk.org</a> |
| <input type="checkbox"/> \$300 Half Page    |  |
| <input type="checkbox"/> \$200 Quarter Page |  |

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

Please make check payable to SFMS. Payment must be enclosed with order.  
Credit cards can be used for payment; call SFMS at 717.319.8409.

**BY JULY 1, mail ad copy, payment, and order form to:**  
Susquehanna Folk Music Society, 378 Old York Rd, New Cumberland, PA 17070