



# NORTH CAROLINA AZALEA FESTIVAL

## *Souvenir Book Advertiser*

*April 7-11, 2010*

Advertise your business or service in the 2010 Azalea Festival Souvenir Book. This quality program is distributed free to all sponsors and at numerous Festival events, and is a wonderful keepsake.

Take advantage of this great way to promote your business to Wilmington and the surrounding areas.

COMPANY \_\_\_\_\_ DATE \_\_\_\_\_

CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ FAX \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ TITLE \_\_\_\_\_

AD SIZE AND COLOR COMBINATION \_\_\_\_\_ RATE \_\_\_\_\_

ADDITIONAL AD PREPARATION COST (IF APPLICABLE) \_\_\_\_\_

### ADVERTISING RATES

Ad Size & Dimensions	Black Ink Only	Four Color Process
Eighth page (Business Card 3.75 X 2.375 horizontal)	\$150.00	
Quarter page (3.75 x 5.0 Vertical)	\$350.00	\$600.00
Half page (3.75 x 10.25 Vertical) (7.75 x 5.0 Horizontal)	\$600.00	\$1000.00
Full page (No Bleed 7.75 x 10.25) (W/Bleed 8.75 x 11.25)	\$1000.00	\$1800.00
<b>Four Color process cover positions – includes placement premium</b>		
*Outside back cover	N/A	\$2,500.00
*Inside front/inside back cover	N/A	\$2,000.00 (each)

- Premium Full page ads may bleed. Please provide digital files w/.125 image all four sides beyond the 8.5 x 11 actual page size.

NOTE: All checks should be made payable to the NC Azalea Festival. Full payment is preferred at the time of execution of this contract. A deposit of at least one-half of the total contract price is due upon execution of this contract. The balance shall be paid in full no later than March 1<sup>st</sup>. Ad contract and payment should be sent to the Festival office at the address listed below. The above rates are for space allocation only. Should advertisers require assistance in the mechanical preparation of their ad, those costs will be billed additionally.

Sponsorship and advertising opportunities may be limited by exclusivity agreements with certain sponsors, and exclusivity may vary depending on pre-existing national concert tour sponsoring agreements and venue restrictions. If exclusivity applies, it will be defined as any product or service your company provides east of I-95. All Festival advertising and promotion is subject to approval by the Azalea Festival Board.

**Payment due March 1st.**



**Ad digital files due March 3rd.**

\*\*\*We use CTP (computer-to-plate) technology for the production of our ads. For all ad processing questions, please contact Linda Somberg at Linprint: [Linda@linprint.com](mailto:Linda@linprint.com) or 910-763-5103.