

S H E N A N D O A H

Apple Blossom Festival®



2017 SOUVENIR PROGRAM BOOK

Advertising Rate Schedule

Ad Size	Dimensions	Color	Cost
_____ Inside Front Cover	(7½" wide x 10" deep)	4/C	\$1,250
_____ Inside Back Cover	(7½" wide x 10" deep)	4/C	\$1,250
_____ Back Cover	(7½" wide x 10" deep)	4/C	\$2,500
_____ 2 Page Spread	(16" wide x 10" deep)	4/C	\$1,500
_____ Full Page (Color)	(7½" wide x 10" deep)	4/C	\$ 800
_____ Full Page (Black & White)	(7½" wide x 10" deep)	B/W	\$ 700
_____ Half Page (Color)	(7½" wide x 4¾" deep)	4/C	\$ 600
_____ Half Page (Black & White)	(7½" wide x 4¾" deep)	B/W	\$ 500
_____ Third Page (Color) Vertical	(2¾" wide x 10" deep)	4/C	\$ 425
_____ Third Page (Color) Horizontal	(7½" wide x 3¾" deep)	4/C	\$ 425
_____ Third Page (B/W) Vertical	(2¾" wide x 10" deep)	B/W	\$ 325
_____ Third Page (B/W) Horizontal	(7½" wide x 3¾" deep)	B/W	\$ 325
_____ Sixth Page Vertical	(2¾" wide x 4¾" deep)	B/W	\$ 225

Price for COLOR is based on providing direct-to-plate ready DIGITAL CMYK FILES (no film accepted). **PROGRAMS ACCEPTED:** Quark Xpress 8 or 9, InDesign CC, Illustrator CC, Photoshop CC. All graphics and fonts must be provided along with a printout of the ad. Mac preferred, but PC will be accepted if using the stated programs. There will be an additional charge for correcting any file that is not CMYK. Graphics services are available at an additional charge for designing ads. Please call with any questions before submitting. Not responsible for errors occurring in PDFs submitted as ads. **Publisher and Word files NOT accepted.**

- ADVERTISING COPY:**
- Email ad directly to printer: pneff@winchesterprinters.com
 - Please use same copy as last year.
 - Ad copy is enclosed.
 - Copy to be sent by February 15, 2017.

Firm Name: _____

Address: _____

Contact Person: _____ Phone: _____

Signature: _____ Date: _____ Email: _____

- PAYMENT:**
- Our check for \$ _____ is enclosed.
(Make check payable to Shenandoah Apple Blossom Festival®)
 - Please invoice.

Retain Pink Copy for Your Records:
Return the White and Yellow Copies to:
Shenandoah Apple Blossom Festival, Inc.®
135 North Cameron Street
Winchester, VA 22601-4727
Telephone: (540) 662-3863, Fax: (540) 662-7274
Website: www.thebloom.com

FOR OFFICE USE ONLY

Payment Date: _____

Payment Type: _____

Check Check # _____

Amount: _____