



# Art In The Pearl Fine Arts & Crafts Festival 2010

## Festival Program advertising opportunity.

Based on the very positive response to Art In The Pearl's festival program, we are excited to announce we will again be publishing another edition for this year's show. The program will have approximately 24 pages that will include a 4-page fold-out map of the site including artist booth locations, music schedule, and show details, as well as many pages of full color print ads from participating artists and local business sponsors. The format will be 5.5 x 8.5 folded. We are offering this advertising opportunity to all participating artists on a **first come first served basis**. We are printing 10,000+ copies that will be distributed to local businesses before the show and to festival attendees throughout the festival.

There are three ad sizes available: quarter page, half page, and full page.

Advertising rates are:

- A. Quarter page: \$100** (2.25W x 3.75H, Vertical)
- B. Half page: \$200** (5W x 3.75H, Horizontal)
- C. Full page: \$400** (5W x 8H, Vertical)

### Production details / specs:

Your completed ad files should be 300 dpi, at 100% size. You can save them as a press-ready .pdf (Adobe Acrobat) without layers, or as a .tif file. We will add your booth number at the bottom of the ad once it gets assigned. If you cannot provide a completed ad we can produce the print ad for you for an additional production fee starting at \$35. (Additional fees based on amount of production required). Simply forward us your art image(s) and text along with the desired ad request size. We will send you a pdf proof for review.

### Important Deadlines:

Ad request confirmation with payment must be received by **July 17, 2010**.  
Final artwork is due to our graphic designer by **July 22, 2010**.

### Contacts & Additional Information:

For ad confirmation with payment please mail a check or money order (payable to 'Art In The Pearl') to: **Art In The Pearl Program Ad, Attn: Nancy Wilkins, 3625 NE 16th Ave, Portland, OR 97212**. Email all payment-related issues to Nancy Wilkins: [n\\_wilkins@comcast.net](mailto:n_wilkins@comcast.net)

For artwork and ad materials please forward digital files via email to: Anneli Anderson/graphic designer at [anneli@studioanneli.com](mailto:anneli@studioanneli.com). For questions regarding digital files and art related issues, email or call (503) 719-4109.

