



A Festival of Traditional Dancing & Music

Flurry Festival 2012 Program Book Ad Sales

Doug Haller
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Dear Performer,

Each year, our annual three-day Flurry Festival brings thousands of people to the Saratoga area. One way you can let our attendees know about the services you provide is by placing an ad in our program book. Discounted performer rates are for current year, or past Flurry performers. Prices and dimensions for camera-ready ads are as follows:

	Ad Size	Ad Dimension	Performer Rate	Regular Rate
1	Full-page	7.5" wide x 9.5" tall	\$250	\$300
2	Half-page vertical	3.6" wide x 9.5" tall	\$125	\$160
3	Half-page horizontal	7.5" wide x 4.75" tall	\$125	\$160
4	One-third page horizontal	7.5" wide x 3" tall	\$105	\$130
5	Quarter page vertical	3.6" wide x 4.75" tall	\$95	\$105
6	One-sixth page vertical	2.36" wide x 4.75" tall	\$75	\$95
7	One-eighth page vertical (Business Card size)	3.6" wide x 2.25" tall	\$65	\$85
8	Back Cover - Color, full-page	7.5" wide x 9.5" tall	\$650	\$750
9	Inside Front cover full-page	7.5" wide x 9.5" tall	\$425	\$500
10	Facing Pullout section full-page	7.5" wide x 9.5" tall	\$350	\$400

- **Payment is due when ad space is reserved.**
Make checks payable to: DanceFlurry Organization
- **Camera-ready ads** must be delivered by January 4, 2012.
- **Ads may be submitted electronically** as a PDF, EPS or JPG.
Please supply linked artwork & fonts, contact information, and send to:
programbookad@flurryfestival.org
- **Mail this order form, your camera-ready ad, and payment to:**
Doug Haller, 4 St. Jude Ct., Saratoga Springs, NY 12866

Name of Performer/Group: _____

Contact Person: _____

Phone # & email: _____

Ad space requested: _____