



*A Festival of Traditional Dancing & Music*

February 16-18, 2018

# Flurry Festival 2018 Program Book Ad Sales

Doug Haller  
90 Elm Street  
Saratoga Springs, NY 12866  
(518) 577-0286  
douglasshaller@aol.com

Dear Business Owner,  
Each year, our annual three-day Flurry Festival brings thousands of music and dance lovers to the Saratoga Springs area. One way you can let our attendees know about the services you provide is by placing an ad in our program book. 3500 program books are printed.

Ads are printed as black & white (except back cover).  
Prices and dimensions for camera-ready ads are as follows:

	Ad Size	Dimensions	Rate	Check Ad Size Choice
1	Full-page	7.5" wide x 9.5" tall	\$370	
2	Half-page vertical	3.6" wide x 9.5" tall	\$195	
3	Half-page horizontal	7.5" wide x 4.75" tall	\$195	
4	One-third page horizontal	7.5" wide x 3" tall	\$150	
5	Quarter page vertical	3.6" wide x 4.75" tall	\$125	
6	One-sixth page vertical	2.36" wide x 4.75" tall	\$115	
7	One-eighth page vertical (Business Card size)	3.6" wide x 2.25" tall	\$100	
8	Back Cover (color), full page*	7.5" wide x 9.5" tall	\$775	
9	Inside front cover, full page*	7.5" wide x 9.5" tall	\$550	
10	Facing Pullout section, full page*	7.5" wide x 9.5" tall	\$420	

\*Note: specified location ads sold, first-come, first-served.

- **Payment is due when ad space is reserved.**  
Make checks payable to: DanceFlurry Organization
- **Camera-ready ads** must be delivered by January 4, 2018.
- **Ads may be submitted electronically** as a PDF, EPS or JPG. Please supply linked artwork & fonts, and send to: [Douglasshaller@aol.com](mailto:Douglasshaller@aol.com)
- **Mail this order form, your camera-ready ad, and payment to:**

Doug Haller, 90 Elm Street, Saratoga Springs, NY 12866

[douglasshaller@aol.com](mailto:douglasshaller@aol.com) Phone 518-577-0286

Name of Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone # & email:

\_\_\_\_\_/\_\_\_\_\_

(Please print carefully)

Ad space requested:

[www.flurryfestival.org](http://www.flurryfestival.org)

Presidents' Day Weekend -- February 16-18, 2018