



A Festival of Traditional Dancing & Music

Feb 17-19 & June 2-4

# 35<sup>th</sup> Annual Flurry Festival 2023 Program Sheet Ad Sale

Deb Meehan  
518-350-4733

Ads@FlurryFestival.org

Dear Business Owner,

We have an exciting promotional opportunity! Two Flurry Festivals this year!

**Winter Roots Feb. 17-19 in Saratoga Springs**  
**Spring Bloom June 2-4 at Schaghticoke Fairgrounds**

The annual Flurry Festival is one of the largest folk dance and music festivals in North America. It draws roughly **4,500** attendees and 400 performers every year. Attendees stay in area lodging, dine at area restaurants, shop at local stores and visit area attractions. The DanceFlurry Organization (DFO) is a not-for-profit Arts & Education Organization that relies on the generosity of those who believe in keeping such traditions alive, not just at the Flurry Festival, but throughout the year (the fall Adirondack Festival, and local dances in Contra, Swing, English Country, and for Families).

You can **support this wonderful organization and let attendees know about the services you provide. Place an ad on our Program Sheet!** We will print **3000** Program Sheets for Winter Roots and **4500** for the Spring Bloom festival to guide attendees to various events during festivities, and many people take them home as a reference. For more details, see <https://www.flurryfestival.org/support/sponsors-advertising/>

- ❖ Ads are printed as black & white.
- ❖ Ad design services available for a small fee. Contact [Blair@flurryfestival.org](mailto:Blair@flurryfestival.org) for details.
- ❖ Prices and dimensions for camera-ready ads are as follows:

Ad Size	# Available per Festival	Dimensions	One Festival Business Rate	Both Festivals Business Rate	One Festival Performer/ Nonprofit	Both Festivals Performer/ Nonprofit
Small Horizontal	8	1.5" wide x 1" tall	\$60	\$102.00	\$48.00	\$90.00
Small Vertical	4	1.75" wide x 1" tall	\$70	\$119.00	\$56.00	\$105.00
Medium Vertical	4	4" wide x 1" tall	\$160	\$272.00	\$128.00	\$240.00
Medium Horizontal	4	4.5" wide x 1" tall	\$175	\$297.50	\$140.00	\$262.50
Large	2	4.25" wide x 2.75" tall	\$460	\$782.00	\$368.00	\$690.00

- ❖ **Camera-ready ads** must be delivered by **1/27/23 for Winter Roots, 5/3/23 for Spring Bloom.**
- ❖ **Ads may be submitted electronically** as a PDF, EPS or JPG. Please supply linked artwork & fonts.
- ❖ **Submit order:** <https://tinyurl.com/2023FlurryAdPurchase> or email Ads@FlurryFestival.org
- ❖ **Payments can be made via PayPal or check**
  - include organization name and contact person
  - <https://paypal.me/danceflurry>
  - Make checks payable to: DanceFlurry Organization
  - Mail to: DanceFlurry Organization | Attn: Flurry Ads | PO Box 448 | Latham, NY 12110-0448