



A Festival of Traditional Dancing & Music
February 14-16, 2020

33rd Annual Flurry Festival 2020 Program Book Ad Sale

www.flurryfestival.org

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Dear Business Owner,

Each year, our annual three-day Flurry Festival brings over **4000** people to the Saratoga Springs area. They stay in area lodging, dine at area restaurants, shop at local stores and visit area attractions. The Flurry is one of the largest traditional dance and music festivals on the East Coast. 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 in our Program Book!** We print **3500** Program Books (8.25" x 11" - approx. 70 pages) to help guide attendees to various events during the weekend, and many people take them home as a reference.

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

Ad Size	Dimensions	Business Rate
Business Card	3.5" wide x 2" tall	\$105
1/6 Page Vertical	2.25" wide x 4.625" tall	\$120
Quarter Page	3.5" wide x 4.625" tall	\$130
1/3 Page Horizontal	7.25" wide x 3" tall	\$160
Half Page Vertical	3.5" wide x 9.5" tall	\$205
Half Page Horizontal	7.25" wide x 4.625" tall	\$205
Full Page	7.25" wide x 9.5" tall	\$390
Full Page Facing Pull Out Section (2 available)	7.25" wide x 9.5" tall	\$440
Full Page Inside Front Cover (1 available)	7.25" wide x 9.5" tall	\$580
Full Page Back Cover -Color (1 available)	7.25" wide x 9.5" tall	\$815

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

- ✧ **Camera-ready ads** must be delivered by **January 12, 2020**.
- ✧ **Ads may be submitted electronically** as a PDF, EPS or JPG. Please supply linked artwork & fonts.
- ✧ **Submit order:** <https://tinyurl.com/2020FlurryBookAdPurchase> or email Ads@FlurryFestival.org
- ✧ **Payment is due when ad space is reserved.**
 - o Make checks payable to: DanceFlurry Organization
 - o Mail to: DanceFlurry Organization | Attn: Flurry Book Ads | PO Box 448 | Latham, NY 12110-0448