



2018 NORTH CAROLINA AZALEA FESTIVAL SOUVENIR BOOK

Advertise your business or service in the 2018 Azalea Festival Souvenir Book. This quality program is distributed free to all sponsors and at numerous Festival events, and is a wonderful keepsake. Over 7,500 souvenir books are printed annually.

OFFICE USE ONLY



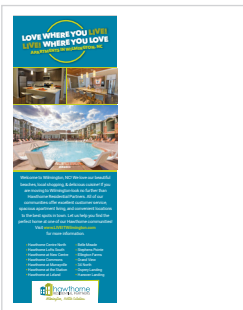
NEW! ADVERTISING BENEFITS FOR 2018

Half Page Standard Ad \$800	Two (2) Main Stage Concert tickets of choice
Half Page Premium Ad \$1,000	Two (2) Airlie Luncheon Garden Party tickets
Full page (Standard OR Premium) \$1,200 - \$1,500	Two (2) Airlie Luncheon Garden Party tickets Four (4) Main Stage Concert tickets of choice One (1) E-Newsletter Logo Placement or Advertisement**
Front or Back Cover \$1,800 - \$2,000	Two (2) Airlie Luncheon Garden Party tickets Four (4) Main Stage Concert tickets of choice One (1) E-Newsletter Logo Placement or Advertisement** Three (3) Social Media Mentions**

Opportunity	Stats & Platforms
** (3) Social Media Mentions	Over 40,000 Combined Audience Choose your preferred platform
** E-Newsletter Mention	Our average open rate is 45.26%, compared to the industry average of 21.37%



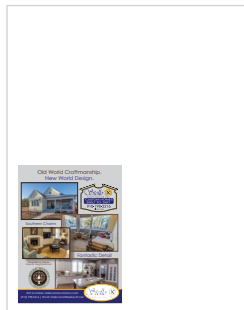
Full page
Live 7.75x10.25
Trim 8.5x11
Bleed 8.75x11.25



Half page Vertical
3.75x10.25



Half page Horizontal
7.75x5.0



Quarter page
3.75x5.0



Eighth page
3.75x2.375



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COMPANY _____ DATE _____

CONTACT _____ PHONE _____

ADDRESS _____

CITY/STATE/ZIP _____

EMAIL _____ FAX _____

Payment and ads due by Friday, February 2nd

All ads are Four Color Process and should be submitted as a .pdf file to admin@ncazaleafestival.org.

The North Carolina Azalea Festival reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

Full payment is due at execution of this contract.

SOUVENIR BOOK AD SALES FORM - Premium Placements: TBD upon purchase

# _____ 1/8 page at \$200 Each	# _____ 1/4 Premium page at \$600 Each	
# _____ 1/4 page at \$400 Each	# _____ 1/2 Premium page at \$1,000 Each	
# _____ 1/2 page at \$800 Each	# _____ Full Page at \$1,500 Each	\$ _____
# _____ Full page at \$1,200 Each	# _____ Inside Front/Inside Back Cover at \$1,800 Each	
	# _____ Outside Back Cover at \$2,000 Each	
_____ Ad Design at \$100 (Flat Fee)		\$ _____

TOTAL \$ _____

CHECK - All checks should be made payable to the North Carolina Azalea Festival

CASH

CALL FOR PAYMENT (CC)