

# 2024 INDIANA FESTIVAL GUIDE™

## INSERTION ORDER DISPLAY ADVERTISING

By completing and submitting this form, you are authorizing a purchase of a Festival Guide ad and/or Membership Listing Upgrade. All boxes must be filled out.

Organization Name

Organization Mailing Address




Primary Contact Name

Primary Contact Email

Festival Date (If applicable)

Member Number	Member Name <sup>1</sup>	Option Included <sup>2</sup>	Ad Size <sup>3</sup>	Placement Preference <sup>4</sup>	Item Price	Quantity	Total

**Go To IndianaFestival.org to sign up for the Membership Option that is included with your ad package. Feel free to upgrade your listing - you can simply pay the extra amount.**

Pick up my ad from 2023. No changes.

**Total**

<sup>1</sup> If purchasing an ad for more than one festival, write the name of the festival that the ad promotes.  
<sup>2</sup> See following page to see what Membership Listing Option is included with your ad.  
<sup>3</sup> See page 6 of the Participation Opportunities Booklet for sizes and sample ads.  
<sup>4</sup> **REQUIRED!** Select at least a 30-day window OR put "NO PREFERENCE". Example: Between Aug. 22 and Sept. 22. Ad placement in this window is guaranteed.

You must fill out a membership form to purchase a display ad. A Festival Guide Listing is included with all display ad purchases, except 1/16 and 1/32 page ads.

The total advertising fee for each Indiana Festival Guide line item will be invoiced to the advertiser no later than December 1, 2023. All advertising fees are due by January 10, 2024. Any payments received after that date will be subject to a \$200 late payment fee.

My signature below verifies I have read and understand the insertion above. The Indiana State Festivals Association is hereby authorized to place the aforementioned advertisements in the 2024 Indiana Festival Guide.

Advertiser Signature: .....

Date: .....

**IMPORTANT: KEEP A COPY OF YOUR COMPLETED INSERTION ORDER FOR YOUR RECORDS**

Authorized by: .....

Date: .....

Sent to:  SFA  Designer

Not Paid  Paid

**Office use only:** Additional layout instructions and/or custom package: .....

## PREMIUM POSITION PACKAGES

Front Cover	
Monster +4 Package (Membership Listing Option V*)	\$15,000
Inside Front Cover	
Monster Package (Membership Listing Option D*)	\$10,000
Page 1 - Full Page	
Monster Package (Membership Listing Option D*)	\$6,000
Page 5 - Full Page	
Monster Package (Membership Listing Option D*)	\$5,000
2-Page Center Spread	
Monster Package (Membership Listing Option D*)	\$8,500
Last Page - Full Page	
Monster Package (Membership Listing Option D*)	\$4,700
Inside Back Cover	
Monster Package (Membership Listing Option D*)	\$5,500

## DISPLAY ADVERTISING PACKAGES

2-Page Spread	
Monster Package (includes Membership Listing Option D*)	\$7,400
Full Page	
Monster Package (includes Option D*)	\$4,400
Full Page Festival	
Promoting Only 1 Specific Festival, Fair or Event	
Monster Package (includes Option D*)	\$3,900
1/2 Page Horizontal	
Monster Package (includes Option D*)	\$2,800
1/2 Page Vertical	
Monster Package (includes Option D*)	\$2,500
1/4 Page	
Monster Package (includes Option D*)	\$1,400
1/16 Page (Membership Listing purchase is required)	\$300
1/32 Page (Membership Listing purchase is required)	\$200

\*See page 4 for options D and V in the Sales Booklet.

### PLACEMENT OPTIONS

Select at least a 30-day window you'd like your Full, 1/2, 1/4, 1/16 or 1/32 page Display Ad to appear. Ad placement in this window is guaranteed.

## ARTWORK REQUIREMENTS

Print-ready artwork must be provided by advertiser.

### Acceptable Formats:

- ▶ **Acrobat PDF** - export CMYK, compression at least 300 dpi or none.
- ▶ **Adobe InDesign** - package all fonts and images
- ▶ **Adobe Illustrator EPS** - convert text to outlines and include all images
- ▶ **Photoshop files** - resolution at least 300 dpi

### Unacceptable formats:

- ▶ PageMaker, Publisher, Word, Quark, Corel Draw

## ARTWORK SPECIFICATIONS

**Cover Ad Sizes** (width x height in inches)

- ▶ **Bleed** - page size is 5.25 x 8.25. Add .125 bleed.
- ▶ **Trim** - 5.25 x 8.25

**Display Ad Sizes** (width x height in inches)

- ▶ **2-Page Center Spread or 2 Adjacent Pages** - 10.5 x 7.75 (plus .125 bleed)  
(NOTE: ad will cross gutter so keep text at least a .25" away from fold)
- ▶ **Full Page** - 4.75 x 7.25
- ▶ **1/2 Page Horizontal** - 4.75 x 3.5
- ▶ **1/2 Page Vertical** - 2.275 x 7.25
- ▶ **1/4 Page** - 2.275 x 3.5
- ▶ **1/16 Page** - 2.275 x 1
- ▶ **1/32 Page** - 2.275 x .5

### Graphic Add-On Sizes

- ▶ **Double Graphic Add-On** - 2.275 x 1
- ▶ **Single Graphic Add-On** - 2.275 x .5

Email acceptable formatted file and completed insertion order to your Regional Account Executive.

### NORTH

**TERRI GRABILL**  
4616 York Rd.  
South Bend, IN 46614  
574-315-0662  
terrigrabill.isfa@gmail.com

### CENTRAL AND EAST

**KATY CAVALERI**  
PO Box 124  
Whiteland, IN 46184  
317-535-4291  
kcavaleri@embarqmail.com

### WEST, SOUTH CENTRAL AND SOUTH

**DARLA S. BLAZEY**  
1220 N Sapphire Dr.  
Jasper, IN 47546  
812-630-1311  
darlasblazey@gmail.com

Mail your completed insertion order to your Regional Account Executive.

Make check payable to Indiana State Festivals Association and mail it to:

Indiana State Festivals Association  
505 Dogwood Drive,  
Rockville, IN 47872.

Completed form and artwork must be received by August 31, 2023.