

# SCOTTDALE FALL FESTIVAL



Thomas Szczygiel

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

## **Program Guide Advertising**

*Festival Dates*

*September 15-16-17, 2017*

Dear Business Community Member:

The Scottsdale Fall Festival Committee is currently busy planning its annual Fall Festival. We provide many activities for people to do each year for three days in September. They can listen to live entertainment, taste great food or shop for unique craft items. This year's festival will be held on the 15<sup>th</sup>, 16<sup>th</sup>, and 17<sup>th</sup> of September.

Our Official Program Guide is one way we showcase the local citizens and businesses in the area. This year's program will be filled with new and improved qualities just like last year's. Again we are looking at having a 28 page program, with a new color cover. Approximately 2,000 copies will be made and distributed throughout the community. Like last year the programs will be handed out during the festival and also available in local businesses a week before the festival. Each year the festival is well attended and we expect this year to be the biggest.

### **Returning this year:**

Ads will be placed at the bottom of the official Scottsdale Fall Festival web site. Thousands of potential customers can view your ads, while you only pay a small insertion fee. For the first time, customers can view your ads all year round on the Scottsdale Fall Festival Web Site. Also, if a web site address is provided customers can go directly to your web site by clicking on your ad. The attached papers show prices and sizes of ads. This is a great opportunity for your local business to be in the spotlight.

The program is for the Scottsdale community and an item that the community will save for many years. In addition, if there is something you would like to see in the program or an improved please let us know. If you have any questions or concerns, feel free to contact me at [sffprogram@gmail.com](mailto:sffprogram@gmail.com) or on the telephone at 724-787-0354 ask for Thomas.

Respectfully,

Thomas Szczygiel  
Program Chairperson, Scottsdale Fall Festival Committee

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Like last year, the official program will be eight and a half inches by eleven inches, with a glossy front cover. The inside pages will be black and white with a color center fold. Businesses can purchase space for ads, ranging from two inches by two inches to a full page. The Size Sheet, included in this letter, will show you the actual sizes of the ads that will be printed in the book. Along with having your ad in the official Scottsdale Fall Festival program, we can post your ad on the official Scottsdale Fall Festival web site. The Fall Festival committee is looking forward to your support and commitment. If you are interested in an ad, fill out the information below.

Size	Program Only	Web Ad & Program	Dimensions
1/12	\$45 <input type="checkbox"/>	\$70 <input type="checkbox"/>	2.5 in X 2.5 in
1/6 Vertical	\$85 <input type="checkbox"/>	\$110 <input type="checkbox"/>	5 in X 2.5 in
1/6 Horizontal	\$85 <input type="checkbox"/>	\$110 <input type="checkbox"/>	2.5 in X 5 in
1/3	\$165 <input type="checkbox"/>	\$190 <input type="checkbox"/>	5 in X 5 in
1/2	\$245 <input type="checkbox"/>	\$270 <input type="checkbox"/>	7.5 in X 5 in
1	\$455 <input type="checkbox"/>	\$480 <input type="checkbox"/>	7.5 in X 9.5 in
Web Ad Only	\$60 <input type="checkbox"/>	-	10 in X 1.5 in

Business \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Website or Email( optional) \_\_\_\_\_

Ad Copy \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Please check one:**

- Repeat ad attached
- New ad attached

Make checks payable to the Scottsdale Fall Festival and mail by August 1<sup>st</sup> 2017 and if possible please email your ad to [sffprogram@gmail.com](mailto:sffprogram@gmail.com).

**Scottsdale Fall Festival**  
**Attention: Program**  
**P.O. Box 493**  
**Scottsdale, PA 15683**

All proceeds from the Program benefit the Festival.

# Size Sheet

