

# FOX VALLEY FOLKLORE SOCIETY

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SUPPORTING AND PROMOTING FOLK MUSIC, DANCE & STORYTELLING IN THE FOX VALLEY SINCE 1975

## ADVERTISING IN THE 2011 FOX VALLEY FOLK FESTIVAL PROGRAM BOOK

The *35th Annual Fox Valley Folk Music & Storytelling Festival* will be held on *September 4 & 5, 2011*, at Island Park in Geneva, IL, and we are starting to assemble our festival program book. The 68 page book profiles the performers, gives festival schedules and information, provides a comprehensive *Folk Music, Dance & Storytelling Resource List*, and has advertisements from businesses & organizations. It is distributed free at the Festival, and most of our audience takes the programs home to use the folk resource list & ads as a folk phone book & radio show list. (We actually get calls each year requesting replacements for lost or worn out festival books!) Last year about 3000 Festival books were distributed, and we plan to print the same number this year.

Over 90% of our advertisers are repeat customers, and over 25% add a tax-deductible donation of \$25 to \$300 over base ad rates to further support Festival production. Last year, 80+ advertisers from nearly a dozen states included large and small businesses, organizations, print & radio media, and events. Our ads offer an inexpensive way to reach a highly mobile, up-scale audience that regularly travels for entertainment, food, or specialty stores. Your ad also supports one of the most highly respected and best attended folk festivals in Illinois. Last year over 8500 people from over a dozen States attended. If you could provide additional support to the Festival, we offer special recognition for tax-deductible donations of \$25, \$100, \$300 and more. (See details on the rate sheet.)

The Fox Valley Folk Festival presents over 35 of the finest folk music and storytelling acts from all over the Midwest and across the country. Eight stages run continuously, with choices of mini-concerts, storytelling, topical music workshops or educationals on a variety of folklife subjects. We also feature a folk arts area where artisans demonstrate and sell their work, and a children's stage with projects & entertainment. *The Fox Valley Folk Festival* is Illinois' largest Folk Festival, and is sponsored by *The Fox Valley Folklore Society* and *Geneva Park District*.

All revenue from the book is used to help cover production costs, and your ad dollars help pay for printing, mailing, staging, publicity, tent rental, and much more. To include your ad in the Festival book please call with space reservations as soon as possible. **Please try to reserve by August 15, but we need electronic copy (preferred) or camera-ready copy in hand by August 22.** A list of our rates and ad sizes is attached. If you have size or layout problems, please contact us and we will try to help. We think you will find our rates very reasonable.

**Please note:** The final page size of the Festival Book is 5 1/2" X 8 1/2" (73% of your original layout size), so avoid using very small type sizes & graphics. Photos should not be too dark or small, and be pre-screened to reproduce well. We can screen photos or do layout for an additional charge, with a minimum charge of \$10.

**(Deadline for Ad copy is August 22 – Please call to arrange for later delivery)**

Call us at (630) 897-3655 to reserve ad space or discuss any special requirements. Please make checks payable to "**FOX VALLEY FOLKLORE SOCIETY**".

**Thanks for your support of folk & acoustic music,**

**Juel Ulven Festival Director**

## AD SIZES AND RATES FOR THE FOX VALLEY FOLK FESTIVAL BOOK

| AD SIZE                      | WIDTH | HEIGHT | REGULAR<br>ADVERTISER | SUPPORTING<br>ADVERTISER | CONTRIBUTING<br>ADVERTISER | SPONSORING<br>ADVERTISER |
|------------------------------|-------|--------|-----------------------|--------------------------|----------------------------|--------------------------|
| <b>FULL PAGE (*)</b>         | 6 ½"  | 10"    | \$120                 | \$145                    | \$220                      | \$420+                   |
| <b>2/3 PAGE</b>              | 6 ½"  | 6 5/8" | \$95                  | \$120                    | \$195                      | \$395+                   |
| <b>1/2 PAGE (horizontal)</b> | 6 ½"  | 5"     | \$85                  | \$110                    | \$185                      | \$385+                   |
| <b>1/2 PAGE (vertical)</b>   | 3 ¼"  | 10"    | \$85                  | \$110                    | \$185                      | \$385+                   |
| <b>1/3 PAGE</b>              | 6 ½"  | 3 3/8" | \$60                  | \$85                     | \$160                      | \$360+                   |
| <b>1/4 PAGE (horizontal)</b> | 6 ½"  | 2 ½"   | \$50                  | \$75                     | \$150                      | \$350+                   |
| <b>1/4 PAGE (vertical)</b>   | 3 ¼"  | 5"     | \$50                  | \$75                     | \$150                      | \$350+                   |
| <b>1/8 PAGE</b>              | 3 ¼"  | 2 ½"   | \$35                  | \$60                     | \$135                      | \$335+                   |
| <b>BUSINESS CARD</b>         | 3 ¼"  | 1 ¾"   | \$25                  | \$50                     | \$125                      | \$325+                   |

\* The back cover is \$300 if available. Sponsoring advertisers are given preference.

### FOX VALLEY FESTIVAL ADVERTISER BENEFITS

#### REGULAR ADVERTISERS

Get an ad in the most read folk festival book in Illinois, along with our thanks. Your ad dollars fund many things from Festival book printing to publicity, tents & other rentals. All ad revenue goes to pay our substantial production expenses, and we couldn't do it without your help.

#### SUPPORTING ADVERTISERS

Help us out with a **\$25 donation** over basic ad rates. In addition to the above benefits you will be listed in a special SUPPORTING ADVERTISERS section in the "*Friends Of The Festival*" list in the front of the program book.

#### CONTRIBUTING ADVERTISERS

Are friends who help us out with a **\$100 donation** over basic ad rates. You receive all of the above benefits plus recognition in special CONTRIBUTING ADVERTISERS section of the "*Friends Of The Festival*" list, and on the *Information Billboard* near the Main stage.

#### SPONSORING ADVERTISERS

Are special friends who help us out with **donations of \$300 or more**. You receive all of the above benefits plus a prominent listing as a SPONSORING ADVERTISER in the "*Friends Of The Festival*" list, and on the *Information Billboard* (with your company logo) near the Main stage -- our "*Thank You*" to cosponsors & folks who made special contributions to the Festival. You will also have your choice of available ad placement at no extra charge.

***Support Donations Over The Basic Ad Rate Are Tax Deductible Within IRS Guidelines.***

**FOR DONATIONS OF MORE THAN \$300, PLEASE CONTACT US TO  
DISCUSS HOW YOUR CONTRIBUTION COULD BEST BE RECOGNIZED**

**Business Card**

3 1/4" Wide by 1 3/4" High

*Final printed page size is 5.5" x 8.5"  
(73% of this original copy size)*

**1/4 Page Vert.**

3 1/4" Wide by 5" High

**1/8 Page**

3 1/4" Wide by 2 1/2" High

***TEMPLATE***

*(Do not Reduce When Printing Or Copying)*

**1/2 Page**

6 1/2" Wide by 5" High (Horizontal)  
Or Use two 1/4 Page Vertical Ad spaces  
To get 3 1/4" Wide by 10" High (Vertical)

2 / 3 Page

1 / 3 Page

## Some Festival And Advertising Information

The Fox Valley Folklore Society is celebrating its *35<sup>th</sup> Annual Fox Valley Folk Music & Storytelling Festival*, on Labor Day Weekend, *September 4 & 5, 2011*, in Geneva, Illinois, in Chicago's western suburbs. This festival has the largest attendance of any folk festival in Illinois, with over 8000 attendees each year for the two-day event, (Sunday and Monday). *The Fox Valley Folk Festival* presents over 30 of the finest folk music, dance and storytelling acts from across the USA, plus a few from Canada or Europe. Eight stages run continuously, with choices of mini-concerts, storytelling, topical music workshops or hands-on educational workshops on a variety of folklife subjects. We also feature a folk arts area where artisans and instrument-makers demonstrate and sell their work, and a children's area with projects and entertainment. Food is available at the Festival or you can always bring a picnic (no alcohol please) or visit one of the many fine restaurants that are an easy walk from the Festival. The *Metra* railway station is only a few blocks from Island Park, and if you don't take the train the hundreds of rail commuter parking spots are available Sunday and Labor Day! The paved access paths make the Island wheel chair accessible. The festival is sponsored by the *Fox Valley Folklore Society* and the *Geneva Park District*.

If you have not advertised in the Festival program in the past, please contact us at 630-897-3655, and we would be happy to answer any questions you may have or send out a sample copy of last years program book. Support donations over the basic ad rate are tax deductible, and all *Supporting*, *Contributing* and *Sponsoring* advertisers will receive special recognition in the "*Friends of the Festival*" section, inside the front cover of the book. *Sponsoring* and *Contributing* Advertisers will also be recognized on a Festival sign near the main stage. We would also be happy to discuss in-kind donations of products or services.

*If you would like to make a special donation of cash or in-kind services for a particular aspect of the festival, please contact us and we'll discuss the possibilities for special recognition. Fox Valley Folklore Society is a 501 (c) 3 tax-deductible not-for-profit organization, with an all volunteer staff, and every dollar you contribute goes directly toward supporting the Festival.*

We prefer that you transfer your ads to us electronically, and if you need help with that process please contact us for instructions. TIF or PDF files typically produce the best results but most other options are also possible. Please contact us before sending files to verify options. Send your ads or direct your questions to any of the following addresses:

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