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**re: PortFest Event Program Advertising**

Dear PortFest Supporter,

We at HEARTS are very excited to welcome you to participate as an advertiser at PortFest 2012!

The PortFest Event Program represents an excellent advertising opportunity for any business, family or individual. PortFest program advertisers are expected to reach more than 2,000 people who converge at Schreiber High School, for a family day filled with live performances and artistry.

Our inaugural Annual PortFest event is slated for **May 19, 2012** and advertisers will have excellent exposure as festival-goers refer to this program guide throughout the day. Some will keep the program as a souvenir because it contains performer photos and information. All PortFest attendees receive the program at no cost.

Attached is our **PortFest Program Advertiser Application** for your participation as an advertiser in the 2012 PortFest Music, Arts and Community Festival Event Program. Please note that available advertiser spaces are limited so please be sure to submit your application and deposit at your earliest available time, certainly prior to the **April 30<sup>th</sup>** final deadline.

If you have any questions or need further clarification about advertising, please feel free to visit our website, e-mail me or contact our Event Program Chair Ruta Sinusas at [rsinusas@maxons.com](mailto:rsinusas@maxons.com) at any time. Additional information about HEARTS and PortFest can always be found on our website at [www.heartspw.org](http://www.heartspw.org).

There's a spot for you in the PortFest program! We thank you in advance for your consideration and we'll look forward to hearing from you!

Best regards,

Damon Gersh, Founder  
HEARTS Port Washington  
Helping Enrich the Arts in Port Washington  
[heartspw@gmail.com](mailto:heartspw@gmail.com) | [www.heartspw.org](http://www.heartspw.org)



Port Washington Music, Arts & Cultural Festival

## PORTFEST PROGRAM ADVERTISER APPLICATION

### **ADVERTISER INFO:**

Organization/Family Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Work Tel: \_\_\_\_\_ Mobile Tel: \_\_\_\_\_

Email: \_\_\_\_\_ Web Site: \_\_\_\_\_

Payment Method:    Cash                       Check #                       Credit Card

Credit Card #:	Exp. Date:	Security Code #:
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### **2012 ADVERTISER RATES:**

<input type="checkbox"/> Inside Cover: \$2,000 <i>(8.5 in. high, 7 in. wide)</i>	<input type="checkbox"/> Full page: \$1,000 <i>(8.5 in. high, 7 in. wide)</i>	<input type="checkbox"/> Half page: \$500 <i>(3.5 in. high, 7 in. wide)</i>
<input type="checkbox"/> Quarter page: \$250 <i>(4.25 in. high, 3.5 in. wide)</i>	<input type="checkbox"/> Business Card (1/8 page): \$125 <i>(2.25 in. high, 3.5 in. wide)</i>	<input type="checkbox"/> Basic Listing: \$50 <i>(2 lines – name and message)</i>

Message: \_\_\_\_\_

### **AD TECHNICAL REQUIREMENTS:**

- Ads for the program should be camera-ready and exact-size, as noted above. If you would like to send your ad electronically, it should be PDF format with a resolution of 300 dpi.
- Ads that are not camera-ready and exact-size may be subject to design charges for layout services.
- If you would like to advertise but cannot provide a camera-ready ad you can write a message in the space provided above and we will design a simple ad for you!
- We will try to accommodate ad placement requests, but we need to be fair to all advertisers, and the program committee will decide final ad placement. Payment must accompany each ad.
- If more than one advertiser requests the inside front cover or inside back cover position (if available), the first ad received with payment will have priority.
- **Please note that the deadline for your application and Full Payment is April 30, 2012.** If you'd like to advertise but need an extra day or two, please be sure to call us ASAP.
- You can e-mail your completed application us at [heartspw@gmail.com](mailto:heartspw@gmail.com) or fax it to **(516)279-5727.**
- If you have any questions, please let us know.

Thank you in advance for your generous support of the HEARTS cause!