# Advertise in the Program Book

The Hyattsville CDC invites **area businesses** to place an advertisement in the 2015 Hyattsville Arts Festival Program Book.

Designed to **showcase local businesses and services** alongside our exhibiting and performing artists, the Program Book will be seen by the **4,500 visitors** who will attend the event. Ad blocks begin at \$75, on a first-come first-serve basis due by 8/21/15.



## Sizes + Pricing

Multiple ad blocks available

1 Ad Block	3" w x 2.5" h	\$75
Horizontal	6" w x 2.5" h	\$150
2/3 Page	6" w x 5" h	\$300
Full Page	6" w x 7.5" h	\$450

On a first-come first-serve basis

Print Edition will be Grayscale (view 2014)

Online Edition will be Color (view 2014)

### What to include?

- Discounts & Deals
- Your Services
- A special day-of deal
- Include a slogan
- Reference your social media

## **Specifications:**

- Send a Grayscale PDF for Print
- And Send a Color PDF for Web
- See next page for examples
- Remember, bigger font is easier to read!

## Due no later than

Friday, August 21st by 6pm.

Please e-mail your graphic as a PDF to: Justin Fair, <u>ifair@hyattsvillecdc.org</u> (301) 683-8267

### **Two Payment Options Available:**

Check or money order payable to *Hyattsville Community Development Corporation* 4312 Hamilton Street, Hyattsville, MD 20781

Online via Paypal: http://www.hycdc.org/donate



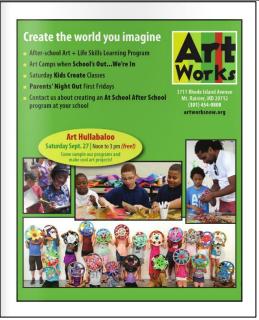


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2/3 Page  $\rightarrow$ 



**Full-Page**  $\rightarrow$ 



Two 1 Block Ads  $\rightarrow$ 

Horizontal  $\rightarrow$ 

Two 1 Block Ads  $\rightarrow$ 

