

2009 Art & Apples Festival OFFICIAL EVENT GUIDE

ADVERTISING RESERVATION & AD SPECIFICATIONS

GET NOTICED!

The Art & Apples Festival is Michigan's second largest juried fine arts fair and is ranked in the TOP 30 of Sunshine Artist Magazine's Best in the Nation! The annual Art & Apples Festival is a program of Paint Creek Center for the Arts (PCCA), a regional non-profit art center located in Downtown Rochester. Since 1982, PCCA has been dedicated to enhancing life in the region by promoting, encouraging, and creating opportunities to participate in and appreciate the arts.

The year-round efforts of coordinating the festival transforms the 30-acre Rochester Park into a picture perfect display of fine art, family-friendly activities, non-stop entertainment, and the delicious aroma of specialty foods and apple delights. Advertising in the Event Guide allows you to gain exposure throughout Southeast Michigan! **In addition to its distribution during the festival, 60,000 official event guides will be inserted in the Oakland Press and Macomb Daily newspapers.**

Ad Reservation Deadline: July 17, 2009

Artwork Deadline: July 31, 2009

Payment due with artwork via check (payable to: PCCA) or credit card.
All ads must be submitted with the signed reservation form below.

FULL COLOR THROUGHOUT!

Full Page.....	\$1,500.....	7.25"W x 9.458"H
Half Page.....	\$800.....	Vert - 3.5"W x 9.458"H
		Horz - 7.25"W x 4.625"H
Quarter Page.....	\$550.....	3.5"W x 4.625"H
Eighth Page.....	\$300.....	3.5"W x 2.208"H

RESERVATION FORM – *all ads must be submitted with a signature below. **

Business: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

* Signature: _____

Ad Size: Full Half Vert. Half Horz. Quarter Eighth Pick-Up

Payment by: Check payable to: PCCA Charge my credit card below

Visa MasterCard Discover

Credit Card Number: _____ Exp: _____

Signature: _____ Date: _____



2009 Festival Dates

Friday, September 11
4:00pm – 7:30pm

Saturday, September 12
9:00am – 7:30pm

Sunday, September 13
9:00am – 4:00pm

Deadlines:

- JUL 17 – Ad Reservations
- JUL 31 – Artwork Due

Specifications:

- Prepare a high resolution (300 dpi) Adobe PDF file at 10MB or lower
- Stuffit and ZIP files accepted
- All ads are four color
- CD-Roms accepted
- Design assistance available for additional fee through the Oakland Press, contact Teresa at 248-745-4526

What to send on your disk or e-mail to PCCA:

- PDF file
- Hard copy of ad, if applicable
- Contact information including name and phone number

RETURN THIS FORM BY 7/17 TO:

Art & Apples Festival
407 Pine Street
Rochester, MI 48307

Chris@pccart.org

T 248-651-4110

F 248-651-4757

ArtandApples.com

Thank you for your support!