



Fall Fiber Festival 2020 Catalog Ad Application

Make check out to: **Fall Fiber Festival of Virginia, Inc.**

Mail your application with check to:

FFF Catalog Ads
1901 Richmond Road
Troy, VA 22974

catalog@fallfiberfestival.org

You may also submit your ad online at: fallfiberfestival.org/catalog-advertising/catalog-ad-application/

Dear Festival Advertiser:

The Fall Fiber Festival publishes a catalog for distribution to festival attendees. Our catalog is distributed at the gate both days of the festival and includes descriptions of events and workshops, a *list of vendors and their locations on site*, and some festival history. By placing an ad in our catalog you will be helping to support the Fall Fiber Festival while giving your business greater name recognition with potential customers at the festival. Customers may even take the catalog home with them to consult for later purchases. It's great advertising to a selected audience!

Fall Fiber Festival is held the first full weekend in October at Montpelier, the home of James Madison, in Orange County, Virginia. The festival attracts visitors from all over Virginia, DC, North Carolina and Maryland as well as New York and West Virginia. Dog trials, workshops, a skein, garment & fiber art competition, hands-on demonstrations, animal exhibits and a fleece sale promise to make this another memorable year.

We appreciate your patronage and participation in the Fall Fiber Festival! Ad revenue helps us to maintain the quality of our catalog while giving festival vendors an opportunity to showcase their quality products.

INSTRUCTIONS:

The deadline for receipt of copy and payment for the 2020 catalog is August 1, 2020. Simply fill out this form, include a check made out to "Fall Fiber Festival of Virginia" for the amount of your ad, and mail them to the address above. You may enclose your camera-ready artwork, or email your ad to catalog@fallfiberfestival.org. If your ad is coming later (whether hard copy or electronic) please put the date we can expect it next to the format selection below.

Advertising Specifications: Catalog ads must be black and white only. Computer-generated ads should be submitted as .pdf, .jpg .png or .tif format. Quarter page ads should be horizontal not vertical.

Questions concerning the festival catalog, and your ad copy may be emailed to catalog@fallfiberfestival.org.

Ad Sizes and Rates for 2020

Check the size and format of your ad and enter the amount of your check below

| | | |
|---|-------------------------------|----------|
| <input type="checkbox"/> Back of Catalog | 4.5" wide x 7.5" high | \$200.00 |
| <input type="checkbox"/> Inside Front or Back Cover | 4.5" wide x 7.5" high | \$145.00 |
| <input type="checkbox"/> Full Page interior | 4.5" wide x 7.5" high | \$100.00 |
| <input type="checkbox"/> Half Page | 4.5" wide x 3.75" high | \$75.00 |
| <input type="checkbox"/> Quarter Page | 4.5" wide x 1.75" high | \$45.00 |

Ad format: Same as last year
 Hardcopy (enclose or note when to expect)
 Electronic format (.pdf, .jpg .png or .tif preferred) – email electronic copy to: catalog@fallfiberfestival.org

Amount enclosed: \$ _____

Advertiser Contact Information

Business Name: _____

Contact: _____

Address: _____

Address: _____

Email address: _____ Phone number: _____ - _____ - _____

We thank you in advance for your catalog ad and look forward to seeing you at the Festival in October!

Kim Radcliffe, FFF Catalog Coordinator

Date received: _____ Copy received: _____ Check to Treasurer: _____