

Albuquerque Folk Festival “Program” Advertising

The Albuquerque Folk Festival Inc. provides advocacy for the folk-arts community and opportunity for the general public to experience and participate in traditional folk arts activities such as music, dance, storytelling, and crafts. The 2014 Festival is expected to draw 5,000 participants to EXPO New Mexico to enjoy a mix of well over 100 exciting performances, workshops, and demonstrations. Now in its fourteenth year, the Albuquerque Folk Festival has become the premier traditional southwest participatory folk-arts event.

Festival Program Advertising

The Albuquerque Folk Festival Program book reaches 5,000 Festival participants. Your ad will be placed opposite schedule and other information used by Festival goers continuously as they navigate the Festival and decide on what venues to visit, thus ensuring high visibility for your ad. The following ad sizes are available:

Albuquerque Folk Festival Program Book Advertising Rates & Specs (with your ad or business card):

One-Quarter Page (Landscape 3-1/2" w x 2 7/16" h)	\$200
One-Half Page (Portrait 3-1/2" w x 5 1/8" h)	\$300
Full Page (Portrait 3-1/2"w x 10 1/2" h)	\$500

If you don't have an ad, AFF will create a simple ad for you for \$50.
Plus \$25 for per revision (not including AFF errors)

Advertising deadline May 1, 2014; All sizes net 3,000-3500 Program Books
Provide ads via email in PDF format only; B&W ads, all elements of the ad grayscale
Minimum 150 dpi at scale

Albuquerque Folk Festival web page advertising

Banner on one page	\$100
Logos at the bottom of every page	\$100

Festival Advance-Ticket Advertising (back of paper or online printed ticket)

Exclusive Ad (filling up the entire back of ticket) 2.5 X 5	\$500
Business card size	\$300

Albuquerque Folk Festival tent advertising (see sponsorship page)

See Workshop/Jam/Service Booth sponsorships	\$250-\$2,000
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To place an ad in the Festival Program, please submit ad graphics as an email attachment to:
Erika Gerety at sponsors@abqfolkfest.org, or (505) 294-6909.

Plan your advertising dollars: The top three zip codes of folks who attended the Abq Folk Fest and responded to our questionnaire were from **87110, 87107, 87106**