

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 Festival is expected to draw more than 2,000 participants to the Hispanic Cultural Center to enjoy a mix of well over 100 exciting performances, workshops, and demonstrations. With more than two decades of presentations, the Albuquerque Folk Festival has become the premier traditional southwest participatory folk-arts event.

Festival Program Advertising

The Albuquerque Folk Festival Program reaches 2000- 4,000 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 Advertising Rates & Specs (with your ad or business card):

One-Quarter Page (Landscape 3-1/2" w x 2 7/16" h)	\$200	(color \$225)
One-Half Page (Portrait 3-1/2" w x 5 1/8" h)	\$300	(color \$325)
Full Page (Portrait 3-1/2"w x 10 1/2" h)	\$500	(color \$525)

20% off for non-profits; trades welcome

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, 4 weeks prior to the Festival; All sizes net 2,000-3500 Program

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 tent advertising/sponsorship:

Workshop/Jam/Service Booth sponsorships (cost of tents) \$100-\$1000

1	@	40' x 100'	\$970		Rounded cost: \$1,000
1	@	20' x 40'	\$300		Rounded cost: \$300
1	@	30' x 30'	\$385		Rounded cost: \$400
6	@	20' x 30'	\$225 each	(\$1,350 total)	Rounded cost: \$250
5	@	20' x 20'	\$175 each	(\$875 total)	Rounded cost: \$200
4	@	10' x 10'	\$85 each	(\$340 total)	Rounded cost: \$100

To place an ad in the Festival Program, please submit ad graphics as an email pdf attachment to:

Cleve at sponsors@abqfolkfest.org, or call Erika Gerety at (505) 710-9641.