



2014 Midwest Fiber & Folk Art Fair Advertising Media Kit

In 7 short years the Midwest Fiber & Folk Art Fair has experienced phenomenal success, attracting over 33,000 people from 49 states and 6 countries to shop, learn, and celebrate the fiber and folk arts and the work of THEIR hands.

Why? According to an article in the Wall Street Journal, as of 2007 the fiber arts are experiencing a worldwide Renaissance, and over 53 Million Americans are now knitting, weaving, or spinning each year...and the numbers are growing. 56% are between the ages of 18 and 34, and in the past 3 years, the 18 to 34 year-old segment has grown 150%. This growth continues. But we don't stop there, unlike other events, we don't specialize in one fiber art, but celebrate all fiber arts, thereby extending our audience and appeal.

Advertising with us will do three things for your business:

- ❖ Our Program is a meant to be a keepsake. Your advertisement will be seen every time one of those who attended the Fair look back and remember how good it felt to be a part of this event! Your ad keeps working for you long after the event is over.
- ❖ We make our event program available online (see column to the right at www.fiberandfolk.com) AFTER the Fair. Your ad will continue to be seen, even by those who did not attend the event.
- ❖ Given the propensity of consumers to associate advertisers with the event they promote, advertising Midwest Fiber & Folk Art Fair will associate your company with one of the most successful and well thought of fiber arts shows in the Midwest.

You can advertise your business through Midwest Fiber & Folk Art Fair in two ways:

Advertise in our Event Program Book

We will produce and distribute 5,000 full color programs in 2014. Our program ads are priced to be affordable for every budget.

Sponsorship

Sponsorship gets you a LOT of promotion (including program and web ads) for your dollar. See our sponsorship program kit for more information.

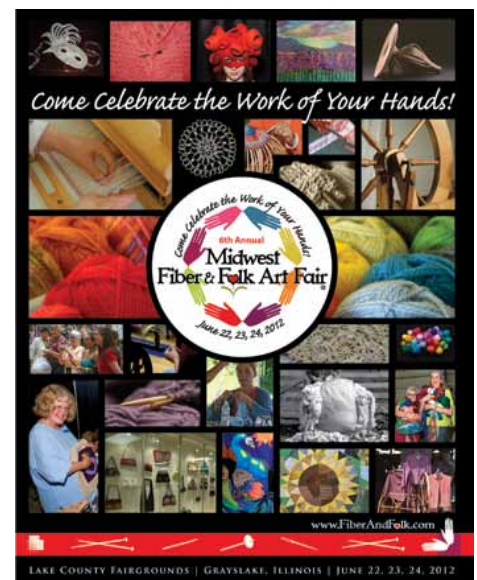
AD SPECIFICATIONS

Our entire program is printed on glossy paper—your ad will SHINE!

All artwork must be Camera Ready:

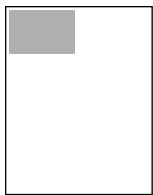
- ❖ Color ads must be in four-color process (CMYK) at 300 dpi. Please note that all images in the file need to be CMYK at 300 dpi. We cannot print ads sent in RGB format. Ads not conforming to these standards will be converted to CMYK, which can cause colors to change.
- ❖ Ads must be sized according to the specs on this page. Incorrectly sized ads will be returned for correction. Please make your original document size the exact size of the finished ad. Do not include bleed, trim marks, or crop marks on any fractional ads unless they are supposed to bleed. Note on bleeds: Bleeds are .125" outside page boundaries. Pages are 8.5 X 10.875. "No Bleed" sizes include a page margin. If using bleeds, keep ad content within .125 in of page size (8.25 x 10.625, centered) to allow for trimming.
- ❖ Acceptable file types:
 - PDF with all fonts converted to outlines, compatible with CS5 or below
 - EPS with all fonts converted to outlines, compatible with CS5 or below
 - TIF flattened
 - AI with fonts converted to outlines, compatible with CS5 or below
 - PSD flattened, compatible with CS5 or below
- ❖ Email ads as an attachment to carol@fiberandfolk.com with the subject: "Program Ad Artwork Attached"
- ❖ All ad payments and artwork are due on or before June 1, 2014. The sooner you place your ad and send your artwork, the better placement your ad will receive! We may be able to take ads after June 1, however there will be a \$25 late fee.

Typesetting and layout services will be charged at a minimum of \$35.00 per hour if your ad is not camera ready. Minimum charge is one hour. Liability on all ads shall not exceed the cost of the space occupied by the ad.

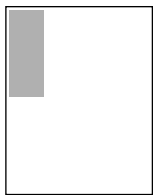


2013 Program Cover

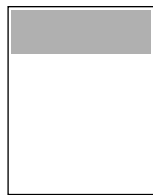
Come Celebrate the Work of YOUR Hands!



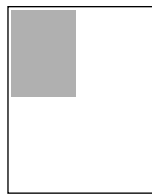
1/8Page (H)
3.75"W x 2.5"H
B&W: \$60
Color: \$110



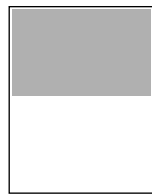
1/8Page (V)
2"W x 5"H
B&W: \$60
Color: \$110



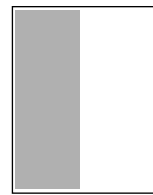
1/4 Page (H)
8"W x 2.5"H
B&W: \$120
Color: \$175



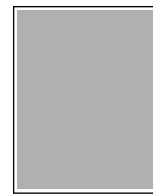
1/4 Page (V)
3.75"W x 5"H
B&W: \$120
Color: \$175



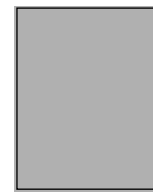
1/2 Page (H)
8"W x 5"H
B&W: \$220
Color: \$275



1/2 Page (V)
3.75"W x 10.25"H
B&W: \$220
Color: \$275



Full Page
8"W x 10.25"H
B&W: \$350
Color: \$425



Full Page w/bleed
8.75"W x 11.125"H
B&W: \$350
Color: \$425

TO ORDER YOUR AD:

To pay with a credit card:

- ❖ Please visit www.fiberandfolk.com/advertise.htm and click on the "Add to Cart" link for the ad(s) you wish to purchase.
- ❖ Be sure to include "Shipping Address" when checking out so that we know who you are and how to contact you.
- ❖ Email ad artwork to carol@fiberandfolk.com with the subject: "Ad Artwork Attached"

To pay with a check:

- ❖ Complete the form below.
- ❖ Make checks payable to Midwest Fiber & Folk Art Fair
- ❖ Mail payment and form to:
Midwest Fiber & Folk Art Fair
PO Box 754
Crystal Lake, IL 60039-0754
- ❖ Email ad artwork to carol@fiberandfolk.com with the subject: "Ad Artwork Attached"



MIDWEST FIBER & FOLK ART FAIR PROGRAM AD ORDER FORM

Business Name _____

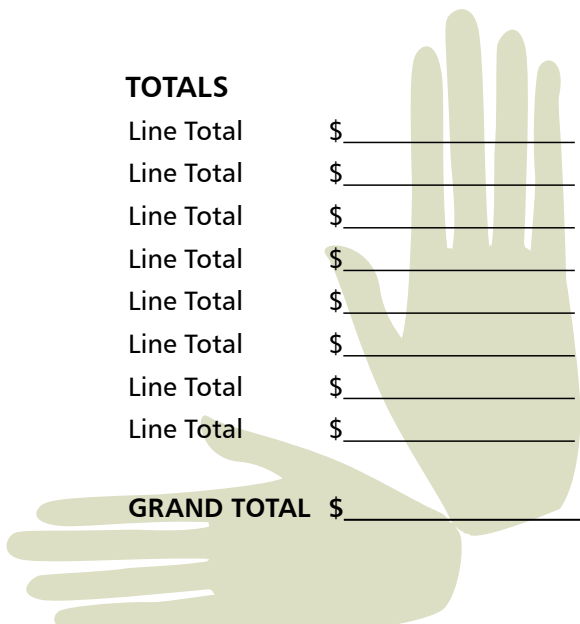
Mailing Address, Street _____

City _____ State _____ Zip Code _____

Phone _____ Email _____ Website: _____

Ad Purchased (Check all that Apply):

B&W	PRICE	COLOR	PRICE	TOTALS	
<input type="checkbox"/> Full Page/bleed	\$350	<input type="checkbox"/> Full Page/bleed	\$425	Line Total	\$ _____
<input type="checkbox"/> Full Page	\$350	<input type="checkbox"/> Full Page	\$425	Line Total	\$ _____
<input type="checkbox"/> 1/2 Page H	\$220	<input type="checkbox"/> 1/2 Page H	\$275	Line Total	\$ _____
<input type="checkbox"/> 1/2 Page V	\$220	<input type="checkbox"/> 1/2 Page V	\$275	Line Total	\$ _____
<input type="checkbox"/> 1/4 Page H	\$120	<input type="checkbox"/> 1/4 Page H	\$175	Line Total	\$ _____
<input type="checkbox"/> 1/4 Page V	\$120	<input type="checkbox"/> 1/4 Page V	\$175	Line Total	\$ _____
<input type="checkbox"/> 1/8 Page H	\$60	<input type="checkbox"/> 1/8 Page H	\$110	Line Total	\$ _____
<input type="checkbox"/> 1/8 Page V	\$60	<input type="checkbox"/> 1/8 Page V	\$110	Line Total	\$ _____
				GRAND TOTAL	\$ _____



Come Celebrate the Work of YOUR Hands!