

PROGRAM ADVERTISEMENT BOOKLET

The “**Straight from the Bayou**” Program Advertisement Booklet is not only a fundamental carry-along at the festival, it is also a favorite keepsake for many of our attendees. It contains the program schedule and detail information about the event, vendors, foods, arts & crafts, entertainment and much more. A magazine-style, vivid paper and professional construction give the program book the versatility to be used for note taking and a keep sake for years to come.

Advertisements are placed on the left-hand pages with program content on the right-hand pages, with few exceptions. Approximately $\frac{3}{4}$ th of white space separates the ad from the edge of the paper or from other ads. To give your advertisement increased visibility. Ads are not separated in a designated “advertisers sections.”

The “Straight from the Bayou” producer Exquisite Impressions Special Events, reserves the right to exclude any ad that does not adhere to our policies. Additionally, we reserve the right to reject or cancel advertising the publisher deems unacceptable due to objectionable material, inferior artwork, or other reason at the discretion of the publisher. Please contact us with any questions or concerns.

Deadlines:

Reservation Form and Payment	May 15, 2014
Final Artwork	May 1, 2014
Enhanced Exhibitor Listing and Text	May 1, 2014

Advertising space must be reserved in advance. Your completed reservation form and payment are required to reserve the space. Please submit your reservation form with your payment. Canceled reservations are not refunded.

Mechanics:

The “Straight from the Bayou” Program Book is printed in the 4-color process (CMYK). Send color ads in CMYK.

Provide your ad with the following measurement with no crop marks, borders or bleeds outside the allowable size. Approximately $\frac{3}{4}$ th of white space separates your ad form the edge of the paper:

Ad Size	Print Size
Full Page (Vertical)	7.5”x10”
Half Page (Horizontal)	7.5” x 4.9 x”
$\frac{1}{4}$ Page (Vertical)	3.65” x 4.9”

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Adobe Acrobat (PDF)

Flatten and save at 300 dpi. Convert fonts to outlines.

Photoshop Elements or Paint Shop

Flatten and save at 300 dpi. Lower versions of photo editors do not have CMYK capabilities. You are welcome to save your ad as a JPG, but please be aware that your colors will appear different in print once converted to CMYK.

DESIGN RATES:

We will not charge you for design help unless you give your written consent. These services are available if you would like help with your ad creation.

Consultation: FREE! If you have difficulty creating your ad

Create or modify Your Design: Contact us for pricing information. Service is based on availability. Generally rates starts at \$15.00 for the first hour and most jobs are completed in to two hours.

ENHANCED EXHIBITOR LISTING:

AVAILABLE FOR EXHIBITING ORGANIZATIONS: You can enhance your exhibitor listing in the program book by listing your web site, special deals, events, booth give-a-ways, and much more! Send text by email or mail. See the box on the right for instructions.

RATES:

Full Page Advertisement	\$ 800.00
Half Page Advertisement	\$ 500.00
Quarter Page Advertisement	\$ 300.00
Business Size Advertisement	\$ 150.00

All Checks, Cashier Checks or Money Orders must be made payable to Exquisite Impressions. Also, if mailing please mail logo, application and payments to Exquisite Impression Special Events, P.O. Box 72246 Las Vegas, Nevada 89170 prior to the Program Booklet deadline of May 15, 2014. Should you have any questions regarding program booklet, sizes, camera ready artwork or your logo, please contact the festival producer office Exquisite Impressions Special Events at 702-898-9968.

**PROGRAM ADVERTISEMENT BOOKLET
ORDER FORM**

Reservation Form and Payment May 15, 2014
Final Artwork May 25, 2014
Enhanced Exhibitor Listing Text May 25, 2014

Advertising Organization Name: _____

Contact Person: _____ Today's Date: _____

Contact E-mail: _____ Daytime Phone: _____

Paying Organization Name: _____

Paying Organization Address: _____

Art Designer Name/Phone/Email: _____

PAY BY CHECK: Make Checks Payable to Exquisite Impressions.

Size of Ad Requesting: _____ Price: _____

Total Amount Due: _____

Please write Program Book Advertisement on Memo line.

SEND FORM AND PAYMENT TO:

Exquisite Impressions:

P.O. Box 72246
Las Vegas, Nevada 89170

Phone: 702-898-9968
Email: info@eilasvegas.com

Attention: "Straight from the Bayou" Crawfish Festival Producers.

NOTE:

Your completed reservation form and payment are required to reserve the space as advertisers in our "Straight from the Bayou" Crawfish Festival Program Booklet. Please submit your reservation form with your payment. Canceled reservations are not refunded.