

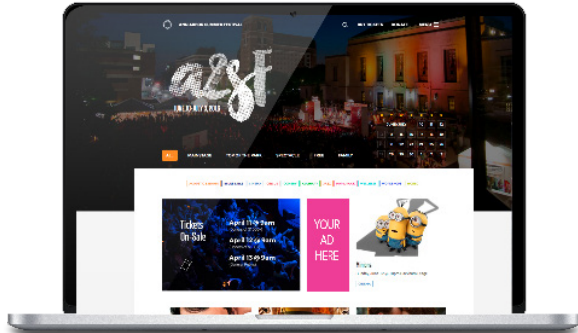
# BE HEARD IN ANN ARBOR

## ADVERTISING OPPORTUNITIES WITH THE ANN ARBOR SUMMER FESTIVAL

Get extensive regional exposure by aligning your brand with a beloved community tradition! With both print and digital advertising options, we can help you get your message out to our 90,000+ loyal festival fans who attend A2SF each year.

### A2SF.ORG HOMEPAGE AD

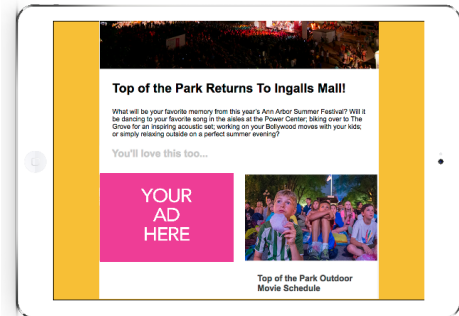
928,220 page views



April - July: \$2,000  
August - March: \$750

### EMAIL NEWSLETTER AD

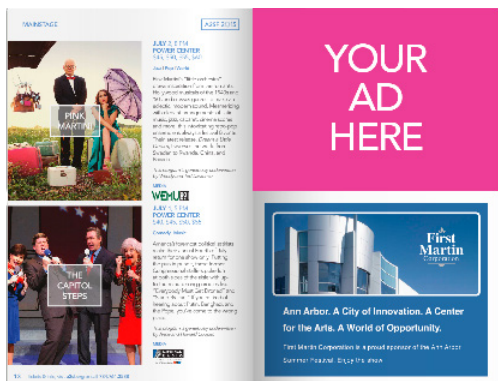
21K subscribers



April - July: \$1,000  
August - March: \$750

### PRINTED PROGRAM AD

10,000 pieces



Full Page: \$1,500  
Half Page: \$1,000

### MOBILE SITE AD

64% web views are mobile

April - July: \$1,500  
August - March: \$750



# A2SF ADVERTISING SIZES & SPECS

## **A2SF.ORG HOMEPAGE AD** *4 positions available*

Size: Vertical 175px x 370px

URL must be provided to click through

Specs: Full color 72 dpi CMYK high-resolution JPG or PNG

Visibility: Between April & July, one month static visibility guaranteed. Between August & March, 3 months static visibility guaranteed.

## **EMAIL NEWSLETTER AD**

Size: Horizontal 320px x 250 px

URL must be provided to click through

Specs: Full color 72 dpi CMYK high-resolution JPG or PNG

Visibility: Between April & July, 8 emails static visibility guaranteed.

Between August & March, 12 emails static visibility guaranteed.

## **PRINTED PROGRAM AD - HALF PAGE**

Size: Horizontal 5.5" x 3.625"

Specs: Specs: Full color, no bleeds. 300 dpi CMYK high-resolution EPS, TIFF, or JPG files.

*Artwork Deadline: April 1, 2018*

## **PRINTED PROGRAM AD - FULL PAGE**

Size can be no bleed but full bleed is preferred by the festival.

No bleed: 5.5" x 7.5"

Full Bleed: Trim: 6" x 8"; Bleed: 6.25" x 8.25"; Safety: 5.5" x 7.5"

Specs: Full color, 300 dpi CMYK high-resolution EPS, TIFF, or JPG files.

*Artwork Deadline: April 1, 2018*

## **MOBILE SITE AD**

Size: 710px x 395px

URL must be provided to click through

Specs: Full color 72 dpi CMYK high-resolution JPG or PNG

Rotating placement, fixed position in on mobile homepage.