



2008 Celebration Program Guide

Deadline: April 4, 2008

Showcase Your Business to Festival Goers!

The Visitor's Program Guide will be packed with information on the Celebration. Distributed at the 4 Wednesday Night Concerts in July, during Celebration weekend and on the Celebration Website. The Visitor's Program Guide is distributed throughout the Westchester and Putnam areas.

Special Sections include:

Calendar of Events, Maps, Transportation, Venues, Sponsor Spotlight, Services, Schedules, Dining, Lodging, and more.

ADVERTISING RATES*

Ad Size	Size		Rate	Dimensions	
	Cols.	Depth		Width	Depth
Full Page	3	9 ¼	\$750	7 1/8	9 ¼
½ Page	3	4 ½	\$410	7 1/8	4 ½
2/3 of 2 Columns	2	6 1/8	\$380	4 5/8	6 1/8
1/3 Page	3	3	\$290	7 1/8	3
1/3 of 2 Columns	2	3	\$200	4 5/8	3
Business Card	1 ½	2 1/8	\$130	3 ½	2 1/8
Patron Listing - Business or Individual name listing			\$50		
Website placement – company name w/link to company website			\$ 50 – in addition to ad in program book		

***Feature pages reserved for Celebration Sponsors**

Your Advertising Information – please print clearly

Name of Business: _____

Address: _____

Contact / Authorizing Agent: _____

Telephone #: _____ Fax #: _____ E-mail: _____

Ad Size: _____ Rate: _____ Camera Ready: _____ Art work needs to be returned: _____

Special Instructions –if any: _____

Salesperson: _____

**Ads may be emailed to info@peekskillcelebration.com.
Please type - Celebration Program Guide Ad - in the subject line**

Payment Information: **Make Checks Payable to: Peekskill Celebration**
Mailing Address: Peekskill Celebration
1008 Park St.
Peekskill, NY 10566

FOR MORE INFORMATION CALL: 914 – 736 – 2000

FOR OFFICE USE ONLY

Payment Received _____ Check No. _____ Camera Ready Received: _____ Camera Ready Returned: _____

Placement: _____

Ad Specifications:

PREPARING A “PRESS-READY” AD FOR PRINTING:

To be considered press-ready all files MUST be Macintosh compatible and follow these guidelines:

- Create your ad at 100% actual size that it will be printed.
- Supply hard copy laser output at 100%. This is to see if your digital file is missing any type or graphics.
- Save all 4-Color ads as CMYK (not as RGB).
- Save all Black and White ads using 100% black, or grayscale. (Do NOT use 4-color black, or a mixture of CMY).
- When sending PDF files, always EMBED ALL FONTS in your documents.
- When saving PDF files, ALWAYS use the press-ready settings available in each application.
- When sending native files, ALWAYS send all attached graphic files.
- For native files, be sure to submit screen and printer fonts. All fonts MUST be Mac-Compatible fonts.

Some applications, allow you to convert to outlines, this is a good alternative when working in Adobe Illustrator.

- Black text must be set to overprint when placed over a light background color.
- IMAGE FILES –
 - 4-color images must be 300 dpi
 - Grayscale or black and white must be 200 dpi.
 - Save all images as .TIF or .EPS formats.
 - Color images should be CMYK, never as RGB.
 - Black and white images must GRAYSCALE or Bitmap, never as RGB
- Do not use images from the internet, these are 72 dpi RGB files and will reproduce poorly.
- Do not send faxes, copies, or web art, as final art, as they will result in substandard artwork.

Any file that DOES NOT require alteration is considered to be press-ready.

THE FOLLOWING FILE FORMATS ARE ACCEPTABLE:

PDF or native ads created in these applications are acceptable:

Acrobat MultiAd Creator QuarkXPress Illustrator InDesign

THE FOLLOWING FILE FORMATS ARE NOT ACCEPTABLE!

These formats are not suitable for print production:

Microsoft Word Microsoft Excel Microsoft Publisher