



PIEDMONT CRAFTSMEN'S 53rd FAIR

NOVEMBER 19-20, 2016 • BENTON CONVENTION CENTER • WINSTON-SALEM

2016 VISITOR'S GUIDE ADVERTISING RATES AND SPECIFICATIONS

Celebrate Piedmont Craftsmen's 53rd year by purchasing an ad in the 2016 Visitor's Guide.

New for 2016 is a streamlined, smaller size full-color magazine style publication distributed to all fair participants and attendees. The Fair Visitor's Guide serves as a resource during the fair, an advertising venue for artists and local businesses and a keepsake reference guide. Approximately 2,500 copies will be distributed. All ads in the 2016 Visitors Guide will be in color and the final booklet will **measure 8.5 x 5.5** with approximately 40 pages.

DEADLINES: Early Bird Deadline (10% Discount)
Friday, September 16, 2016

Ad contract, full-payment and camera-ready artwork must be received by September 16th to receive discount.

Final Deadline
Friday, October 14, 2016

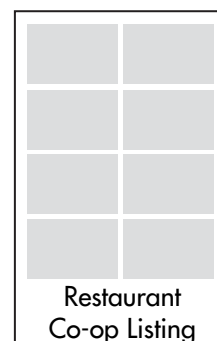
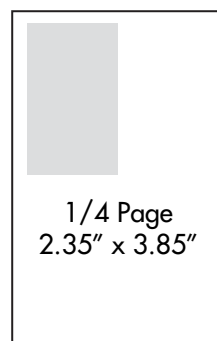
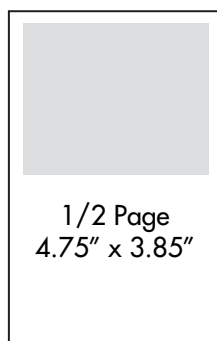
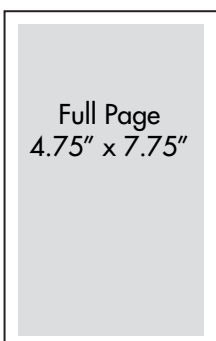
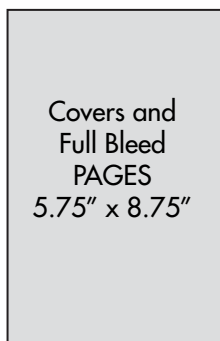
Ad contract, full-payment and camera-ready artwork must be received by October 14th to secure placement.
Ads received without payment will not be placed.

RATES:
Placement

Early Bird Rates (15% discount)
Ad & Payment due by 9/16/16

Regular Rates
Ad & Payment due by 10/14/16

Inside Back Cover (5.75" x 8.75")	\$490 (full bleed)	\$575 (full bleed)
First Page (Facing IFC - 5.75" x 8.75")	\$445 (full bleed)	\$525 (full bleed)
Last Page (Facing IBC - 5.75" x 8.75")	\$425 (full bleed)	\$500 (full bleed)
Full Page (4.75" x 7.75")	\$360	\$425
1/2 Page (4.75" x 3.85")	\$235	\$275
1/4 Page (2.35" x 3.85")	\$150	\$175
Restaurant Co-op Listing*	\$50 (Only 8 spots available. Includes logo, address, website, phone)	



New smaller size guide with affordable price rates. Same great quality.

All non-profit organizations affiliated with the Arts Council receive the Early Bird rates. Ad and payment due by 10/14/16.

www.piedmontcraftsmen.org | 336.725.1516

Questions? Contact Piedmont Craftsmen Marketing Coordinator, Kimber Whanger at 614.542.9415 or at whangdoodlesva@yahoo.com

