



# ROUND TOP FESTIVAL INSTITUTE

PO Box 89, Round Top, TX 78954 • (979) 249-3129 • festivalhill.org

## 2018 Program Book Advertising Order Form

### Order Deadline: May 1, 2018

(Place your order early; ad space is reserved on a first-come first-served basis.)

Secure your advertising space now in the RTFI 2018 Program Book. Available at every concert, 5,000 program books are printed and distributed at concerts during the six-week summer music festival and to visitors and in press packets throughout the year. Your advertising dollars show your support for the Institute while giving you broad exposure in front of thousands of people, including affluent, well-educated consumers.

For information, email [marketing@festivalhill.org](mailto:marketing@festivalhill.org) or call 979-249-3129.

ADVERTISER is a  School  Business  Individual

Advertiser: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

#### Advertising Space Cost:

Full Page - \$1,500

Half Page - \$900

Quarter Page - \$500

- Advertising position is not guaranteed. Pre-publication proofs cannot be provided.
- Ads are printed in four-color offset printing on premium semi-gloss paper stock.
- Ad must be supplied as "press quality" Adobe Acrobat PDF. Email to [jeffh@festivalhill.org](mailto:jeffh@festivalhill.org) by May 1, 2018.
- Ad must be paid for in full when space is reserved.

#### Specifications (spec sheet on reverse side):

Half Page (non-bleed) (\$900)  
7.75" (7 3/4) wide x 3.75" (3 3/4) tall

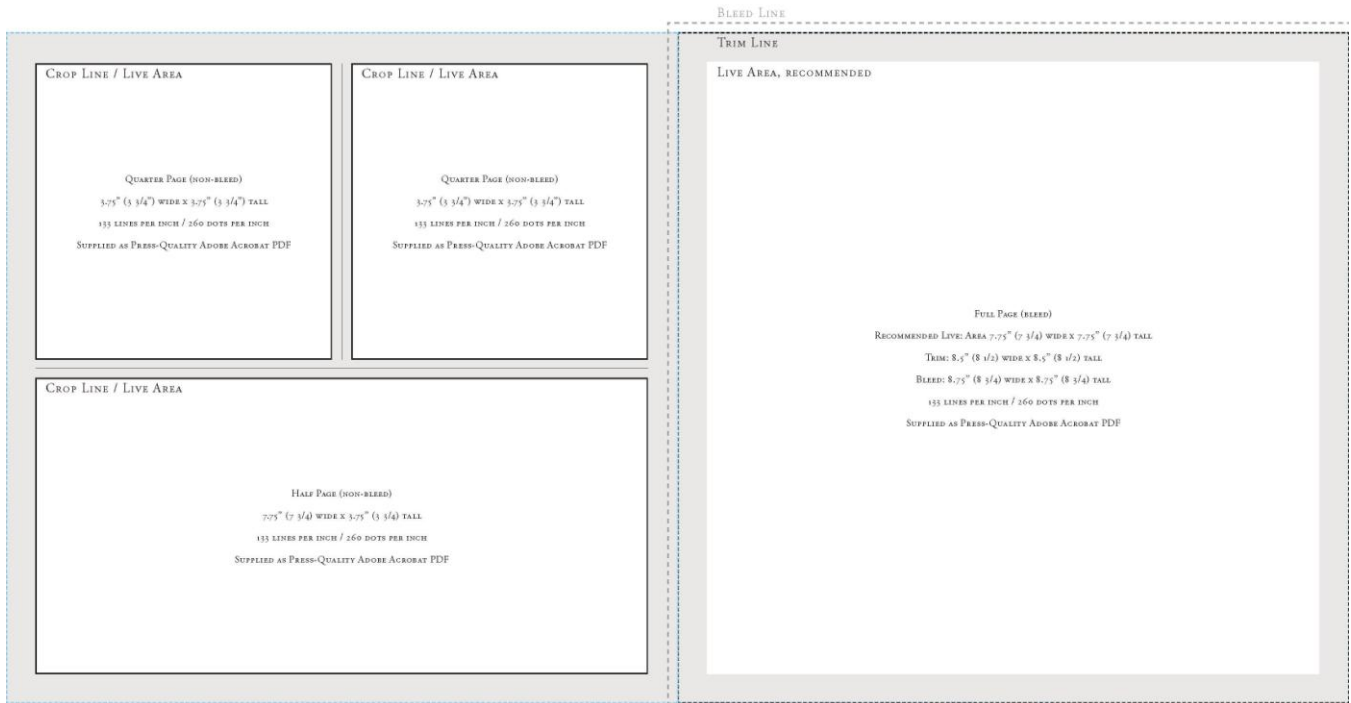
Quarter Page (non-bleed) (\$500)  
3.75" (3 3/4) wide x 3.75" (3 3/4) tall

Full Page (bleed) (\$1,500)  
Recommended Live: Area 7.75" (7 3/4) wide x 7.75" (7 3/4) tall  
Trim: 8.5" (8 1/2) wide x 8.5" (8 1/2) tall  
Bleed: 8.75" (8 3/4) wide x 8.75" (8 3/4) tall

133 lines per inch / 260 dots per inch  
Supplied as "press quality" Adobe Acrobat PDF

# 2018 PROGRAM BOOK ADVERTISING SPECIFICATIONS & DIMENSIONS

ROUND TOP FESTIVAL INSTITUTE - (979) 249-3129 - FESTIVALHILL.ORG/ADVERTISING



## PAYMENT and CONTRACT

**TERMS:**

A signed agreement and payment in full is required to reserve ad space. **Signed contract with payment should be mailed to Accounting Dept., James Dick Foundation, PO Box 89, Round Top TX 78954.** For payment information, email [accounting@festivalhill.org](mailto:accounting@festivalhill.org). Ad must be submitted to Jeff Hepp ([jeffh@festivalhill.org](mailto:jeffh@festivalhill.org)) no later than May 1, 2018.

- Full Page - \$1,500     
  Half Page - \$900     
  Quarter Page - \$500
- Charge My Credit Card     
  My Check is Enclosed  
 (Make check payable to The James Dick Foundation)

Card Type:  Visa     MasterCard     AMEX     Discover

Card Number \_\_\_\_\_ Exp Date: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Phone: \_\_\_\_\_

**AGREEMENT:**

I agree to provide a "press quality" Adobe Acrobat pdf of my ad to Round Top Festival Institute by May 1, 2018 according to the specifications and terms outlined above. Round Top Festival Institute reserves the right not to print any ad that is deemed inappropriate in content or appearance.

Accepted and Signed \_\_\_\_\_ Date \_\_\_\_\_

Round Top Festival Institute is the sole endeavor of The James Dick Foundation for the Performing Arts,  
a 501(c)(3) public non-profit educational organization since 1972.

*Funds raised through advertising are used to offset printing costs of the program book, allowing us to keep ticket prices affordable.*