

Susquehanna Folk

MUSIC SOCIETY

Newsletter Advertising

SFMS invites you to advertise in *Central Pennsylvania Traditions*, our newsletter which we publish five times per year. Our newsletter reaches over 2000 electronic subscribers as well as visitors to our online eNews portal, and is distributed in print as well.

Due to bulk mailing restrictions, we can accept only non-commercial ads for our newsletter.

We're happy to trade ads with other organizations!

About Susquehanna Folk

Susquehanna Folk presents a full calendar of events in the greater Harrisburg, York and Lancaster area, and also presents the Susquehanna Folk Festival each July. Each season we host nationally known acts, showcase local and regional bands, and present interactive, hands-on events that keep the traditional arts community active and strong.

To Place An Advertisement

Sizes, formats, submission details, and ad design services are described on the back. Select the ad size best suited to your needs, and complete the order form.

The electronic newsletter is full color. The printed version is black and white.

Prices range from an affordable \$40 for a quarter-page ad to \$130 for a full page ad.

Mail ad copy or design info, payment & order form to:

SFMS, 378 Old York Road, New Cumberland, PA 17070

Email electronic copy to newsletter@sfmsfolk.org

Deadlines

Please reserve your ad space by the first of the month BEFORE the issue month. For example, that would be October 1 for our November/December issue.

Questions?

General Questions: Jess Hayden ♦ 717.319.8409 ♦ concerts@sfmsfolk.org

Technical Questions: Lauri Brandenburg ♦ 919.405.2364 ♦ newsletter@sfmsfolk.org

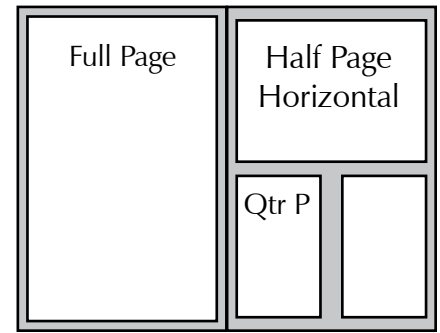
We can create
your ad at no
extra charge!



The Susquehanna Folk Music Society presents a full season of events celebrating the traditional arts in Central Pennsylvania with support from our members many other organizations including the Cultural Enrichment Fund.

Ad Specifications

\$130	Full Page	7½ inches wide × 10 inches tall
\$75	Half Page Horizontal	7½ inches wide × 5 inches tall
\$75	Half Page Vertical	3½ inches wide × 10 inches tall
\$40	Quarter Page	7½ inches wide × 4¾ inches tall



You Can Email a Finished Ad

PDF is best, but TIF, GIF and JPG are also fine. Please do not send MS Word or Publisher documents. The ad should be sized to fit the space selected. Email files to Lauri Brandenburg at newsletter@sfmsfolk.org.

Ads will be in color on the electronic version of the program, but black-and-white in the printed newsletter.

We Can Create an Ad For You

Ads can be designed for you, using your text and logo, photos or other artwork. Call or email for details.

Whether it's a finished ad or a design starter, please send crisp, photo-quality artwork at the highest resolution you have. If you zoom in, it should still look sharp and focused. Artwork can be in color, as it will appear online.

Deadline

Please reserve your ad space by the first of the month BEFORE the issue month. For example, that would be Oct 1 for our November/December issue. Payment must be enclosed with order. Make check payable to SFMS. Credit cards can be used for payment; call SFMS at 717.319.8409.

Contacts

General questions can be directed to Jess Hayden, SFMS Executive Director, at 717.319.8409 or by email at concerts@sfmsfolk.org.

Technical questions about ad design, sizing, layout, or electronic submission of ad copy can be directed to Lauri Brandenburg at 919.405.2364 or newsletter@sfmsfolk.org.



Cut here and enclose this form with ad copy and payment.

Organization Contact Person _____

Organization Name _____

Organization Address _____

Organization Phone _____ Fax _____

Organization E-Mail _____

Select ad size:

- | | |
|--|--|
| <input type="checkbox"/> \$130 Full Page | <input type="checkbox"/> Ad to be created by SFMS |
| <input type="checkbox"/> \$75 Half Page Horizontal | <input type="checkbox"/> Ad is enclosed |
| <input type="checkbox"/> \$75 Half Page Vertical | <input type="checkbox"/> Ad is emailed to newsletter@sfmsfolk.org |
| <input type="checkbox"/> \$40 Quarter Page | |

Total amount enclosed _____

Please make check payable to SFMS. Payment must be enclosed with order.
Credit cards can be used for payment; call SFMS at 717.319.8409.

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Susquehanna Folk Music Society, 378 Old York Rd, New Cumberland, PA 17070