

# Susquehanna Folk

MUSIC SOCIETY

## Season Programme Book

### Programme Advertising Available!

The Susquehanna Folk Music Society invites you to advertise in our **Concert Season Programme Book**. Your ad will promote your business or organization to over 2,500 audience members over our entire concert season, and will help support the presentation of folk music in the Central PA area.

### About Susquehanna Folk

Susquehanna Folk presents a full calendar of concerts in various venues including the Fort Hunter Centennial Barn, the Abbey Bar at the Appalachian Brewing Company, and the Unitarian Universalist Congregation of York. In our 2018-2019 Season we are looking forward to hosting such folk luminaries as Corn Potato String Band, Julie Fowles, Alasdair Frasier and Natalie Haas, Richie & Rosie, and Eileen Ivers.

### To Place An Advertisement

Select the ad size best suited to your needs, and complete the order form on the back of this page. Send order form, artwork or design materials, and a check or money order payable to SFMS. Electronic copy can be emailed as a PDF or image. See back for complete details.

### Advertising Rates and Sizes

\$500	Back Cover	5 inches wide × 8 inches tall
\$450	Full Page	5 inches wide × 8 inches tall
\$250	Half Page	5 inches wide × 3¾ inches tall
\$150	Quarter Page	2¼ inches wide × 3¾ inches tall

**Camera-Ready Deadline: Sept 10, 2018**

**Mail ad copy, payment, and order form to:**  
Susquehanna Folk Music Society  
378 Old York Road  
New Cumberland, PA 17070

### Questions?

See the back of this page for complete information on sizes, formats, and how to submit copy and payment, plus information on ad design services. Call or email to inquire about mid-season ad updates and insertions.

**General Questions:** 717-319-8409 or [concerts@sfmsfolk.org](mailto:concerts@sfmsfolk.org)

**Technical Questions:** 919-405-2364 or [newsletter@sfmsfolk.org](mailto:newsletter@sfmsfolk.org)



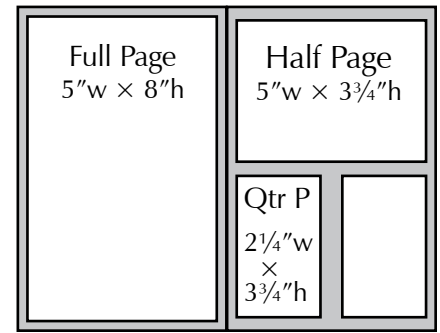
*The Susquehanna Folk Music Society presents a full season of events celebrating the traditional arts in Central Pennsylvania with support from our members and grants from the Cultural Enrichment Fund, the Pennsylvania Council on the Arts (administered locally by the Cultural Alliance of York County), and other organizations.*

## Ad Specifications

\$500 Back Cover 5 inches wide × 8 inches tall  
\$450 Full Page 5 inches wide × 8 inches tall  
\$250 Half Page 5 inches wide × 3¾ inches tall  
\$150 Quarter Page 2¼ inches wide × 3¾ inches tall

Please send sharp black-and-white or photo-quality grayscale artwork. Artwork should be sized to fit the space selected. There is an \$20 charge if the artwork must be re-proportioned to fit.

Ads can be designed for you, using your text and logo. Photos or other artwork can be incorporated, and a variety of stock images are available. Call or email for details. The fee for ad design is \$35; this may be waived for very simple layouts (e.g. business cards).



## Electronic Formats

We prefer electronic copy for ads. PDF is best, but TIF, GIF and JPG (600 dpi please) are also fine. Please do not send MS Word documents. Email files to Lauri Brandenburg at newsletter@sfmsfolk.org.

## Deadline

Deadline for all orders, ad copy and payment is **September 1**. Payment must be enclosed with order. Make check or money order payable to SFMS.

## Contacts

**General questions** can be directed to Jess Hayden, SFMS Executive Director, at 717-319-8409 or by email at susquehannafolk@gmail.com.

**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.*

Business Contact Person \_\_\_\_\_

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

Business E-Mail \_\_\_\_\_

### Select ad size

\_\_\_\_\_ \$500 Back Cover.... 5" w × 8" h  
\_\_\_\_\_ \$450 Full Page..... 5" w × 8" h  
\_\_\_\_\_ \$250 Half Page..... 5" w × 3¾" h  
\_\_\_\_\_ \$150 Quarter Page . 2¼" w × 3¾" h

**Deadline** for all orders, ad copy and payment is September 1.

- Ad to be created by SFMS
- Ad is enclosed
- Ad electronically sent

### Additional fees, if applicable

\_\_\_\_\_ \$35 ad design  
\_\_\_\_\_ \$20 ad resize

### Total amount enclosed

\_\_\_\_\_ Please make check or money order payable to SFMS. Payment must be enclosed with order.

### Mail ad copy, payment, and order form to:

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