

Sunday May 25/08

Lilac Festival

@ 4th Street

PROGRAM GUIDE

www.lilacfestival.net

Dear Vendor, Friend, Supporter:

Sunday May 25, marks the date of the 19th annual Lilac Festival on 4th Street!

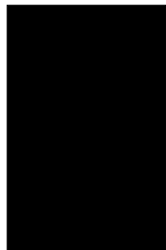
We are currently offering a chance to be a part of this high-octane event by purchasing ad space in our second edition of the festival guide. The festival guide will act as both an information tool during the festival and a souvenir keepsake once the action is over.

The 2008 program will feature the programming of all the stages, an overall map, a description of the different shows as well as ad space for all our supporters.

20,000 copies of the program will be distributed around Calgary and at the festival throughout the weekend. This is a fantastic way to expose your organization to our audience!

Sincerely,

Jennifer Rempel
Event Producer.



**8.5X5.5
FULL PAGE**



**4.25X5.5
HALF PAGE**

PRICING (FOR COVER SPACE, "FULL COLOR")

BACK COVER \$1000 (COLOR)
INSIDE FRONT COVER \$800 (COLOR)
INSIDE BACK COVER \$800 (COLOR)

PRICING (FOR INSIDE PAGES, "BLACK & WHITE")

FULL PAGE \$400
HALF PAGE \$250

Please make cheques payable to the "4th Street BRZ" send your cheques to 420 - 1711 4th St. SW Calgary, AB T2S 1V8

DEADLINE FOR AD SUBMISSION: April 28, 2008 5:00 PM

Rates do not include artwork. If you require artwork please contact Christian Greiffenstein at agency@shaw.ca or at **880.1562**. All interior ads are (black and white) and cover ads are full colour.

Please send your ad as a PDF high res (100% at press resolution.) Embed all fonts. Mac or PC.

We also accept:

- TIF (300 dpi at print resolution.) Mac or PC.
- JPEG (300 dpi at print resolution.) Mac or PC.
- EPS (Outline all fonts, embedded images at 300 dpi.) Mac or PC.

Contact: Christian Greiffenstein (Program Guide Coordinator)
C: 403.880.1562 E: agency@shaw.ca

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