

2022 Woodstock Invitational Luthiers Showcase Program Advertising Rate Card / Contract

OCTOBER 21, 22, & 23, 2022

- **The 2022 Woodstock Invitational Luthiers Showcase** is a three-day event featuring 60+ exhibiting luthiers and vendors showcasing handcrafted stringed instruments, as well as dozens of performing musicians and instructors.
- **1500 paid attendees** from all over the country and the world come to Woodstock for a long weekend of guitars and music. They need places to stay and eat, as well as activities and attractions for associates, family members and friends.
- **The Showcase Program** serves as an immediate reference and guide, as well as a souvenir, legacy, and future reference for participants and attendees who will return to the area again and again.

- **Distribution of the Showcase Program** is free to all participants and paid attendees, with advance distribution to select local and national venues and establishments. The Program offers **direct connection** to dedicated guitar builders, players, owners, buyers, collectors and others interested in your products and services.
- Advertising in the Program supports the continued growth of this unique annual gathering of the international guitar and stringed instrument community.
- **By advertising in our Program**, you are supporting local and regional craftspeople, suppliers, Hudson Valley tourism as well as the cultural heritage of Woodstock as a "Colony of the Arts."

<p>Full Page 7.5" x 10"</p>	<p>Half Page (H) 7.5" x 4.5"</p>
<p>Half Page (V) 3.5" x 10"</p>	<p>Quarter Page (H) 7.5" x 2.25"</p>
<p>Quarter Page (V) 3.5" x 4.5"</p>	<p>Biz Card 3.5" x 1.75"</p>

Page Size	Dimensions	Costs
Full Page	7.5" x 10"	\$750.00
1/2 Page H	7.5" x 4.5"	\$450.00
1/2 Page V	3.5" x 10"	\$450.00
1/4 Page H	7.5" x 2.25"	\$300.00
1/4 Page V	3.5" x 4.5"	\$300.00
Business Card	3.5" x 1.75"	\$175.00

Advertising Submission Requirements

- Digital artwork is preferred and should be provided as a PDF file. Color should be saved as CMYK; b&w should be saved as grayscale or CMYK.
- Other formats accepted: TIF, JPG at 300 dpi.
- Images should be saved at the correct size, 300 dpi; line art should be saved at 1200 dpi.
- No OPI or non-process spot colors. Do not use crop marks.
- Bleeds are not available for interior pages.
- A color proof should be provided with the ad; B&W proof for B&W advertising.
- Files larger than 5mb should be stuffed.
- Assistance in the creation of advertising, image scanning, manipulation of images, etc. is available for a nominal fee.

Deadlines
 Ad Res: 7/28/22
 Ad Art: 8/11/22

Advertising Payment Options

- Payment and advertising art should accompany the signed contract.
- Discounts available for multiple insertions.
- Check or money order accepted and should be drawn on a US institution, payable to **Woodstock Invitational LLC**.
- Payments may also be made through PayPal. Credit cards (MasterCard, Visa, Discover and AmEx) are accepted.

Special Offer to WCofC&A Members:
 A 20% discount off all display advertising prices for Woodstock Chamber of Commerce & Arts members.

Woodstock Invitational LLC

PO Box 486 / Bearsville, NY 12409 / 845-389-9247

www.woodstockinvitational.com / info@woodstockinvitational.com

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Please complete this agreement and fax it to 845-679-9025, or email it to info@woodstockinvitational.com, or mail to the address at the bottom of page.

Questions? Please contact _____ at _____

Advertising Information:

Date: _____ Company Name: _____

Contact Person: _____ Title: _____

Address: _____ City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Billing Name / Address (if different): _____

Ad Size (see below; please check size desired):

Page Size	Sizes	Costs	Desired
Full Page	7.5" x 10"	\$750.00	_____
1/2 Page H	7.5" x 4.5"	\$450.00	_____
1/2 Page V	3.5" x 10"	\$450.00	_____
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1/4 Page V	3.5" x 4.5"	\$300.00	_____
Biz Card	3.5" x 1.75"	\$175.00	_____

Payment Information:

- Check or money order drawn on a US institution, payable to **Woodstock Invitational LLC**.
- Payments may be made through PayPal. Credit cards: American Express, Discovery, MasterCard and Visa are accepted.

Deadlines
Ad Res: 7/28/22
Ad Art: 8/11/22

Policies:

- Advertising is subject to review and approval by the publisher who has the right to reject any advertising that does not meet the publication standards.
- Acceptance of advertising does not indicate or imply endorsement.
- Publisher assumes no responsibility for typographical errors, copyright infringements, etc. on advertising that is provided.
- Payment is due with signed contract; there are no agency commission discounts.
- Invoices / statements and tear sheets will be provided upon publication of the Program.
- There are no guaranteed positions of text-page advertising.
- Cancellations accepted six weeks prior to publication date; cover positions are noncancelable.
- Display specifications, attendant costs, etc. as detailed on the Advertising Rate Sheet are implicit to this contract.

Agreement:

Signature: _____ Date: _____

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