



North American
**Festival
of Wales**
**Gŵyl
Cymru**
Gogledd America

Featuring the
87th Annual
Welsh National
Gymanfa Ganu

August 30–
September 2, 2018
Alexandria, VA

www.NAFOW.org

Sponsored by the
Welsh
North American
Association

WNAA International
Headquarters
P O Box 1054
Trumansburg, NY 14886
607-279-7402
IHQ@theWNAA.org

**Advertise at the 2018
North American
Festival of Wales in
Washington, D.C.**

Friends and members of WNAA and Affiliated Welsh Organizations:

Here is your opportunity to advertise your business or organization in the 2018 Festival program booklet. As an added value, a link or other contact information can be placed on our website until August 1, 2019, pointing visitors to your organization. This service is included in the ad price, making your information available to everyone who visits www.NAFOW.org.

Instructions for advertising in the 2018 Souvenir Program Booklet:

Your name/business/organization: _____

Name of contact person: _____

Street address or postal box: _____

City, State, Zip/Postal code: _____

Country: _____ email: _____ phone: _____

Requested ad size (see page 2 for shapes and dimensions):

- | | | | |
|--|----------|--|----------|
| <input type="checkbox"/> Full page b/w | \$250.00 | <input type="checkbox"/> Full page color | \$300.00 |
| <input type="checkbox"/> 1/2 page b/w | \$135.00 | <input type="checkbox"/> 1/2 page color | \$175.00 |
| <input type="checkbox"/> 1/4 page vert/horiz b/w | \$75.00 | <input type="checkbox"/> 1/4 page vert/horiz color | \$100.00 |
| | | <input type="checkbox"/> Full back cover color (1) | \$400.00 |
| | | <input type="checkbox"/> Full inside cover color (1) | \$350.00 |

**Back cover, inside front cover, and other color ads will be sold on a first come, first served basis. You will be contacted if your choice is not available so you can select another option. Any difference in price will be refunded in full.*

Advertising copy and payment are due by July 15, 2018. Make checks payable to WNAA
Payment methods:

- Check or money order enclosed: \$ _____
- Charge my credit card. Amount: \$ _____ (circle one): M/C Visa

Name as it appears on card: _____

Account number: _____

Expiration date (MM/DD/YY): _____

Signature: _____

Mail this form with payment to:
Advertise Coordinator c/o WNAA, PO Box 1054, Trumansburg, NY 14886

Mail ad copy to the same address or send by email to advertise@NAFOW.org.

Guidelines (see page 2 for ad shapes, dimensions, and additional information):

Ads in PDF format are best. For logos and photos, please ensure image files (JPG, TIF or others) have sufficient resolution—see page 2. We can also scan camera-ready copy.

Beware: If you send your ad as a Word DOC file, it may not look the same at our end because of differences in software environments. Also, images contained in a DOC file may lose resolution. Please send original graphics and image files with the DOC file.

Clearly indicate the size and orientation (horizontal or vertical) of ad copy.

Questions? Information? Call (607) 279-7402 or email advertise@NAFOW.org.

2-3/16 = 2.1875 in

3-11/16 = 3.6875 in

Quarter-Page Vertical

4-1/2 = 4.5 in

3-11/16 = 3.6875 in

Half-Page

4-1/2 = 4.5 in

1-25/32 = 1.78125 in

Quarter-Page Horizontal

Guidelines for submitting advertising copy & graphics:

Bit-mapped images (jpegs, tiffs, gifs, etc.) will be printed at 300 pixels per inch (dpi). For instance, a half-page ad, 4.5 x 3.6875 inches, needs a jpeg at least 1350 x 1106 pixels for best resolution.

Text and black-and-white graphics are printed at 1200 dots per inch. If you want text to appear on top of a bit-mapped image (for instance, a jpeg photo with the organization name or message running across the photo), you'll get best results if you send us the image without any text and let us add the desired text to the final product.

Please don't submit images as part of a Word doc file. Word images are typically 72 dpi and will look grainy when printed. If your ad is text only, you may send it as a Word document, but bear in mind it will only stay true if it uses fonts that we have on our computer. If you want be sure our printed version looks like your design, please provide it as a pdf.

Please call with any questions.

Page and Ad Sizes:

Each page is 5.5 in. wide by 8.5 in. high. The printed area on the page is 4.5 x 7.5, which is also the size of a normal full-page ad. Smaller ads will be separated by a gutter (blank space) 9 pts. = 1/8 inch wide, so half- and quarter-page ads are slightly smaller than expected.

Note: We can print full-page ads 5.5 x 8.5 to cover the page if you supply 1/8-inch bleed on all four edges.