

# SOUVENIR PROGRAM BOOK ADVERTISING SPECS

The souvenir program book for the **32<sup>nd</sup> Annual International Conference and Festival of Blacks in Dance** is a magazine-quality keepsake that includes a listing of all conference activities, including four, extraordinary dance performances. This is an especially memorable year because it is the 50<sup>th</sup> anniversary of our partner organization Philadanco! The Philadelphia Dance Company.

The Conference and Festival brings thousands of dance lovers together to experience four incredible days of dance classes, panels, and performances. Don't miss the opportunity to be a part of this commemorative souvenir program book, which will be given to our 800+ registrants, as well as performance attendees.

Prices and dimensions for **camera-ready ads** are below (scroll down to see ad sizes):

Back Cover-Color, full page.....	<b>SOLD</b>
Inside Front Cover, full page.....	\$1,500
Inside Back Cover, full page.....	\$1,500
Full Page (color).....	\$750
Full Page (b/w) .....	\$500
Half-page horizontal .....	\$250
Quarter page vertical.....	\$100
One-eighth page horizontal (business card).....	\$75
Patron Listing.....	\$25

Full Page Ad:	Half Page Ad:	Quarter Page Ad:	Eighth Page Ad:
Trim size:	Trim size:	Trim size:	Trim size:
11”H x 8.5”W	5.5”H x 8.5”W	5.5”H x 4.25”W	2.25” H x 2.175”W
Bleed size:	Bleed size:	Bleed size:	Bleed size:
11.25”H x 8.75”W	5.75”H x 8.75”W	5.75H x 4.5”W	2.5”H x 2.375”W

To insure quality and preserve and protect publication deadlines, please note the mandatory specifications below.

**Mandatory Ad Specs and Preparation** Ads must be print/press/camera ready PDF document or JPEG/JPG file with all fonts embedded.

- For bleed ads, please keep live matter ¼” from trim edges.
- 4-color scans must be saved as CMYK not RGB.
- Minimum of 300 dpi at 100% of final print size.

**Ad Submission**

- Please email print/press/camera ready PDF or JPEG/JPG file with all fonts embedded and not requiring any design adjustments. Send color or black and white, camera ready ad.
- Please do not send native files.
- Ads may be submitted electronically to [programs@iabdassociation.org](mailto:programs@iabdassociation.org). For timely processing, please type “PROGRAM BOOKLET” in the subject line and include your contact info in the body of the email.
- **All art must be received by November 1, 2019, 5pm to be included in the program.**

**Payment is due when ad space is reserved.**

Please make checks payable to:  
**The International Association of Blacks in Dance, Inc.**

**Mail payment to:**

International Association of Blacks in Dance  
c/o Denise Saunders Thompson  
8730 Georgia Avenue, Suite 606  
Silver Spring, MD 20910  
Attn: PROGRAM BOOK AD

**Please complete this form and enclose it with your payment:**

Name of Organization/Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone No.: \_\_\_\_\_

E-mail: \_\_\_\_\_

Ad size requested: \_\_\_\_\_

**FULL PAGE AD**

**HALF PAGE AD**

**HALF PAGE AD**

**QUARTER PAGE  
Celebration AD**

**QUARTER PAGE  
Celebration AD**

**QUARTER PAGE  
Celebration AD**

**QUARTER PAGE  
Celebration AD**

**Business Card  
Support AD**

<b>Business Card Support AD</b>	