

The 58th Annual Winter Park Sidewalk Art Festival Program March 17, 18, 19, 2017



REACH UPSCALE CONSUMERS AT CENTRAL FLORIDA'S MOST POPULAR OUTDOOR EVENT

The Winter Park Sidewalk Art Festival is one of the nation's oldest, largest and most prestigious juried outdoor art festivals, consistently rated among the top shows by *Sunshine Artist* and *American Style* magazines. Each year more than 350,000 visitors enjoy the show. This is an exclusive opportunity to reach Central Florida's most upscale and affluent residents.

The Official Winter Park Art Festival Program will include information on all exhibitors, judges, the history of the show, past winners plus a detailed map of the event.

WHY ADVERTISE?

EXCLUSIVE DISTRIBUTION: The Winter Park Sidewalk Art Festival Program will be the only officially sanctioned Festival guide, offering exclusivity to program advertisers.

MAXIMUM EXPOSURE: The Winter Park Sidewalk Art Festival Program will be available at numerous stands throughout the Festival. Plus, it will be available online as a digital magazine in an exact replica of the print edition. Readers will be able to view the digital edition online at www.wpsaf.com. All advertisers will have a hotlink directly to their own website.

LONG SHELF-LIFE: Visitors to the Festival hold onto their programs for months—sometimes years—after the Festival and refer back to them, often giving advertisers added exposure.

EXTENSIVE PROMOTIONAL CAMPAIGN

The Winter Park Sidewalk Art Festival will be promoted through local radio, television and print media for about a month before the show. Plus, the show is always featured prominently on local news programs for additional exposure.

WINTER PARK
MAGAZINE

REACH CENTRAL FLORIDA'S MOST UPSCALE AND AFFLUENT RESIDENTS IN THE OFFICIAL FESTIVAL PROGRAM.

20,000 programs will be distributed at the Festival, available online and will receive bonus distribution via e-blasts to over 11,000 opt-in subscribers.

Full Page Full-color Ad: \$1900

1/2 Page Full-color Ad: \$950

1/4 Page Full-color Ad: \$750

* Premium positions are available for a 20% premium. * All rates are net.



AD SPECIFICATIONS

WWW.YOUSENDIT.COM

is our preferred method. This is a free website that allows you to attach your file and forward it to an email address (use ohlprod@ohlmag.com for all production-related files). The file information is stored on their FTP site so does not take up space in your inbox or in ours. Please do not zip the file unless it is required. All that's necessary is to set up a user name and password. It's that easy!

PRINTING

Web offset, perfect bound; 133 line screen, 4-color process

AD REQUIREMENTS

We prefer hi-resolution PDF files.

If sending native files, we accept CD only with a color proof. Please include all related files on your CD including screen & printer fonts. No truetype fonts accepted unless outlined in Illustrator or flattened in Photoshop. Art files should be .TIFF or .EPS. When scanning a color image, please make certain that the resolution is set for 300 DPI at 100% of the printed image size and the color mode is CMYK. For black and white line art, the scanned resolution should be 1200 dpi at 100% of the printed image.

SOFTWARE ACCEPTED (MACINTOSH ONLY)

A high-resolution PDF is our preferred format with all fonts embedded. If sending native files, we accept the following software only:

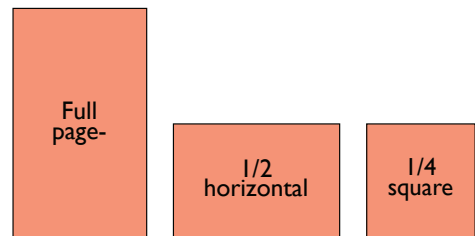
Acrobat PDF: High-resolution, fonts embedded, trim marks if ad bleeds

InDesign CS3: Include all native files & fonts

Photoshop CS3: Flattened files, CMYK, .TIFF, or .EPS

Illustrator CS3: All linked art files, fonts converted to outlines

Ad Size	Width (in.)	Height (in.)
Full page:		
Trim	8.125	10.75
Bleed	8.375	11.00
Live area	7.5	10.25
1/2 Horizontal	6.875	4.687
1/4 Square	3.3125	4.687



SPACE RESERVATION DEADLINE: February 17

SPACE IS LIMITED - CALL TODAY

kathyb@floridahomemedia.com or 407-399-7111

WINTER PARK
MAGAZINE