Seattle International Dance Festival
Advertising Rates and Sizes for 2014 Brochure

Sample of full page ad (not actual size)

Sample of 1/3 and 2/3 page ad.

Sample of 1/4 page ads.

Sample of 1/2 page ads.

Brochure Information (see 2013 brochure for sample of actual size)

Size: 5.5 inches tall and 8.5 inches long

Paper: Glossy 100lb stock / UV coating (will not fade)

Design: We can work with you to produce an ad at low cost (around $75) or you can provide your own design. See ad specifications.

Ad Sizes and Cost Breakdown

All ads are vertically continuous to maintain brochure distinction

Page Size	Fraction Equiv.	Measurement	Cost
One-Quarter Page	1/4 Page	5.5 in. Tall x 2.125 in. Wide	$300
One-Third Page	1/3 Page	5.5 in. Tall x 2.83 in. Wide	$400
One-Half Page	1/2 Page	5.5 in. Tall x 4.25 in. Wide	$550
Two-Thirds Page	2/3 Page	5.5 in. Tall x 5.66 in. Wide	$700
Three Quarters Page	3/4 Page	5.5 in. Tall x 6.375 in. Wide	$750
Full Page	1 Page	5.5 in. Tall x 8.5 in Wide	$900

Specifications: All ads must have a 3/8 in. bleed (continue graphics beyond listed size 3/8" to ensure coverage when cutting) and all text or other important images that must be seen should be inside the listed size edge 3/8".

CONTACT: Connie at SeattleIDF.org or call 206-499-8789