



Program Advertising

Edison Festival of Light Award-Winning Program

The Edison Festival of Light program is an annual publication that features what everyone wants to know about Southwest Florida's largest and longest running festival. Inside you will find a schedule of events, festival history, royalty information, and how to plan your Edison Festival traditions. Become a part of the excitement!! The Edison Festival of Light Program is an award-winning program (Florida Festivals and Events Association, FFEA) and 5,500 COPIES are printed and distributed throughout Fort Myers and Southwest Florida. Plus, exposure in the Edison Festival of Light Program provides promotion year-round as an online version is featured on the Festival website—which received 200,000 hits during the first quarter of the year.

Display Ad Sizes

Full Page: - Reserved for Sponsors	Size	Direct Buy
Full Bleed 8.875" x 11.375" Trim Size 8.375" x 10.875" Active Space 7.875" x 10.375"		
1/2 Page (H) 7.5" x 4.6"	1/2 Page	\$350
1/4 Page 3.5" x 4.6"	1/4 Page	\$200
1/8 Page 3.5" x 2.25"	1/8 Page	\$100



All rates are for camera-ready or computer ready scaled to size artwork.

Audience Information

- The Edison Festival of Light Program has a circulation of 5,500 and is distributed in early January.
- The Edison Festival of Light has a reach of 500,000 people throughout out the month of February.

Artwork Requirements

Resolution: No less than 300 dpi

File Format: .PNG, or PDF file formats only and files must be merged. Microsoft and other word processing files are not acceptable.

Please Note:

Due to tolerances in web printing, bindery and ink variances, the publisher does not guarantee the exact color match or exact trim to match prints, color keys or press proofs.

File Submission

Email Instructions:

Electronic files no larger than 5MB can be emailed to info@edisonfestival.org as an attachment. Include in the email message containing the advertisers name, contact name and number, name of ad and size of ad.

Files on a CD/DVD & Printed Proofs:

Files on a CD and printed color proofs can be sent through regular mail to Post Office Box 339 Fort Myers, FL 33902.

Publication Deadline

Deadline for camera ready artwork is November 15, 2018.

ADVERTISING AGREEMENT

We would like to participate by advertising with the Edison Festival of Light in the following manner:

For More Information, Contact:

Advertising Sales at Edison Festival of Light
 Post Office Box 339 Fort Myers, FL 33902 | Tel: (239) 339-2999 | Fax: (239) 334-7418 | Email: info@edisonfestival.org

Type of Ad	Size of Ad	Rate	Total
<input type="checkbox"/> Edison Festival of Light Program Ad			
<input type="checkbox"/> Website Listing	N/A	\$100	
<input type="checkbox"/> Tax Deductible philanthropic donation to Edison Festival of Light	N/A		
Total			

Payments must be made by check or credit card. Checks are made payable to the Edison Festival of Light. We acknowledge that there is no guarantee as to exact ad location unless specified. Final program contract, artwork and payment is due November 15, 2018.

Name of Advertiser:		
Contact:		
Billing Address:		
City:	State:	Zip:
Phone:	Cell:	Fax:
Email:		
Authorized Signature:		Date:
Pay By:	<input type="checkbox"/> Check <input type="checkbox"/> AMEX <input type="checkbox"/> Discover <input type="checkbox"/> MC <input type="checkbox"/> Visa	
Credit Card #:	Exp Date:	SEC#:

Edison Festival of Light Office Use Only			____ Artwork Received
Date Received	Payment Type	Check #	Invoice #