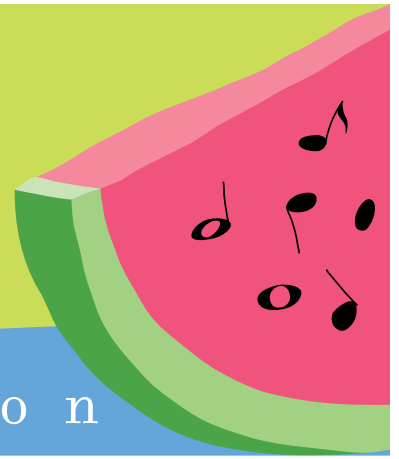


Skaneateles  Festival
world class music by the lake



a slice of summer heaven 2018 season

Welcome to our 2018 Season!

FEATURED ADVERTISER

Enhance your impact on our festival goers by being a **Featured Advertiser** at one of our concerts for added support of \$250.

- Recognized as a **Featured Advertiser** from stage the night of the concert
- Two tickets in Section B to the same concert
- Additional signage at the registration table indicating your support

**VERTICAL AND
HORIZONTAL
SIZE OPTIONS**
Still holding at 2012 Rates!

**ADVERTISER
DIRECTORY**
Including business category
at no additional cost

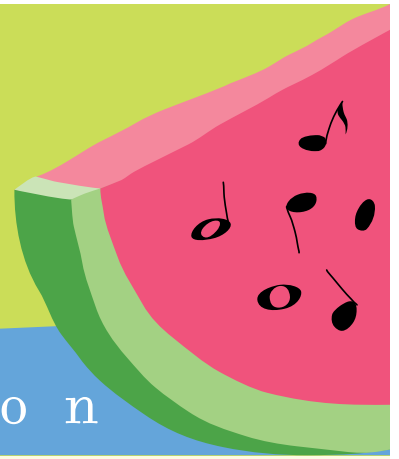
Eagle News and the Skaneateles Press are excited to provide Advertising Support for the 2018 Skaneateles Festival Program. In order to help make your advertising impact successful, here are some great options:

- 1 **Featured Advertiser:** For additional support of \$250, your company will be featured with additional signage and on stage promotion at a concert of your choice.
- 2 **Ad Size Options:** We have many size options, including a half page vertical and a quarter page horizontal to enhance the program book's visual impact.
- 3 **Advertiser Directory:** Our directory will include your company's name, business category and page number reference to your ad.

We look forward to working with you.
Regards,

David Tyler - Publisher
Eagle News

Thank you for supporting the Skaneateles Festival!
Contact David Tyler for program book advertising space reservations.
315.434.8889 Ext. 302 Email: dtyler@eaglenewsonline.com



a slice of summer heaven **2018** s e a s o n

Five Great Reasons to Place Your Ad with Us...

1 Our Audience

Ideal customers for you!

- Over 8,000 seasonal concert-goers
- 63% have household incomes over \$100,000
- Cultural magnet for Onondaga County and the Finger Lakes Region
- Attendees come from 15 states and Canada
- 41% of ticket buyers are from outside Onondaga County - increases your reach of customers
- Stay, Dine & Listen packages are targeted to major metropolitan areas within a five-hour drive

2 Our Wide Circulation

The Skaneateles Festival distributes a souvenir quality program book for the summer season. The book is distributed free to all concert-goers.

3 A Repeat Performance

Concert-goers usually save their program, read it at home, bring it to the next concert and send copies to friends. This increases the impression your ad makes with repeat exposure.

4 A Very Exciting Season of Concerts

The Skaneateles Festival's Artistic Directors Julia Bruskin and Aaron Wunsch have planned a program that features the finest musicians from across the country.

5 Your Ad Supports the Arts

As always, your purchase of an ad in the Skaneateles Festival program book helps ensure the future viability of the festival.

Thank you for supporting the Skaneateles Festival!

Contact David Tyler for program book advertising space reservations.
315.434.8889 Ext. 302 Email: dtyler@eaglenewsonline.com

2018 Program Advertising Order Form

Celebrating our 39th Season!



AD SIZE	AD Dimension (Width X Height)	CONCERT TICKETS	RATE	AMOUNT
Color Insert Ad				
Full Page	7.25 W x 9.75" H	2	\$899	
1/2 Page Horizontal	7.25 W x 4.75" H	2	\$649	
1/2 Page Vertical	3.5 W x 9.75" H	2	\$649	
1/4 Page Horizontal	7.25 W x 2.25" H		\$479	
1/4 Page Vertical	3.5 W x 4.75" H		\$479	
1/8 Page Horizontal	3.25 W x 2.25" H		\$299	
Ad Cost				
Featured Advertiser (add \$250)				
Business/Organization Directory Listing				no charge
Total Due				

Contact Information

Advertiser _____

Directory Category _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Checks made payable to:

Eagle News

Space will not be reserved until payment is made.

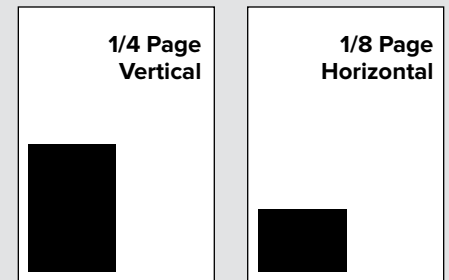
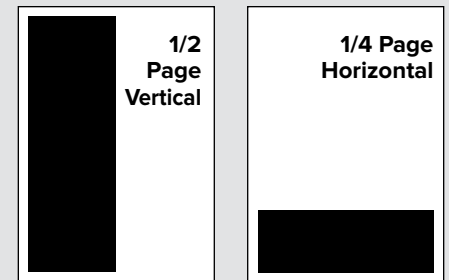
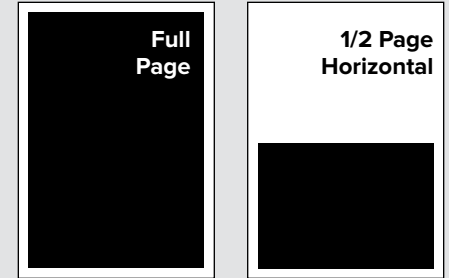
_____ Check enclosed

Send to:

Eagle News

2501 James Street, Suite 100

Syracuse, NY 13206



File Guide

Please send a high-resolution (300dpi) PDF. Convert color ads to CMYK, not RGB and convert black/white ads to grayscale.

Send PDF Files to:

art@eaglenewsonline.com

Please clearly identify the PDF as a Skaneateles Festival program ad.

**RESERVATION DEADLINE
JUNE 29TH**

**AD FILE DEADLINE
JUNE 29TH**

Thank you for supporting the Skaneateles Festival!
Contact David Tyler for program book advertising space reservations.
315.434.8889 Ext. 302 Email: dtyler@eaglenewsonline.com