



The 4th of July in Evanston

Join the 2017 celebration by placing your ad!

Unlike most Independence Day celebrations in other cities, the festivities in Evanston are produced by the all-volunteer, privately funded Evanston Fourth of July Association.

To fund this year's celebration, the parade program will include ads from various Evanston business. We will print **7,000 programs**, which will be viewed by the thousands of spectators along

the parade route and will be available at the nine morning playground activity locations and at the lakefront for the evening's concert and fireworks show.

Your ad can advertise your business, offer a patriotic message—even include a coupon! However you choose to design your ad, you can be sure you'll promote your message to thousands of Evanstonians who

will recognize your commitment to help support a *safe* 4th of July Celebration!

**Advertising Artwork
Deadline: June 10, 2017**

Evanston Fourth of July Parade Program Advertising

PLEASE CHECK THE DESIRED SPONSORSHIP CATEGORY

- Call for Inside Cover 2-page spread
- \$3,000 Outside Back Cover
- \$2,500 Inside Front or Back Cover
- \$1,600 Full Page
- \$800 Half Page
- \$350 Quarter Page

* Cover position availability not guaranteed

Non-Profit groups – Are you marching in the parade? Contact Hillary for discount on your ad!

Please send sponsorship commitment to:
**Evanston Fourth of July Association
c/o Hillary Bean
2552 Prairie Ave., Apt 20
Evanston, IL 60201**

For more information, please contact:

**Hillary Bean at (847) 347-1384
or program@evanston4th.org**

Check is enclosed: _____ Check is forthcoming: _____
Please make checks payable to the Evanston Fourth of July Association.

CREDIT CARD INFORMATION

Amount: _____

Card Type: _____ Exp. Date: _____

Card #: _____ Security Code: _____

Name: _____

Address: _____

City/State/Zip Code: _____

Phone (required for credit card): _____

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We would prefer that you pay by check, so that we do not have to absorb the credit card processing fee. Thank you for your consideration.

ADVERTISING GUIDELINES

BENEFITING THE EVANSTON FOURTH OF JULY ASSOCIATION

SUPPORT AN EVANSTON TRADITION!

- Reach thousands of Evanston families
- Show your commitment to this Evanston tradition and to the community.
- **7,000 programs** will be distributed along the parade route, parks, and at the Lakefront.

RATES

Full Page (5" x 8")	4-color	\$1,600
1/2 Page (5" x 3.75")	4-color	\$800
1/4 Page (5" x 1.75")	4-color	\$350
Inside Front Cover (5" x 8")	4-Color	\$2,500
Inside Back Cover (5" x 8")	4-color	\$2,500
Back Cover (5" x 8")	4-color	\$3,000
Inside Double Page Spread (10" x 8")	4-color	Please call to discuss!

SPECIFICATIONS

Ads must be submitted in electronic form as a JPEG or PDF file at actual size. Fonts must be embedded or converted to outline. All images should be at 300 dpi in CMYK mode for color images or grayscale for B&W images. Rich black (30c30m30y100K) is preferred for solid black areas (graphic elements, not body text). We recommend against using reversed type smaller than 12 point. We cannot guarantee clarity for type below that size. Please email ads to program@evanston4th.org. **Final ad material is due by Saturday, June 10, 2017.**

Thank you for your support!

