

## 2016 RESERVATION FORM PUMPKIN FESTIVAL BOOKLET ADS

Over 20,000 Morton Pumpkin Festival Guide Booklets are distributed through the Morton Elementary Schools, the Morton and Washington Couriers, food venues and events during the Morton Pumpkin Festival. Ads are available exclusively to members of the Morton Chamber of Commerce.

| <u>2016 Full Color Rates</u> | <u>Early Bird Discount*</u><br>(Available through 4/30) | <u>Price</u> | <u>Ad Size (width x height)</u> |
|------------------------------|---|--------------|---------------------------------|
| 1/8 Page COUPON              | \$100   | \$150        | created for you                 |
| 1/4 Page                     | \$350   | \$400        | 3.5 x 4.5 inches                |
| 1/2 Page*                    | \$600   | \$650        | 7.5 x 4.5 inches                |
| Full page**                  | \$1100  | \$1200       | 7.5 x 9.5 inches                |
| Inside Front Cover**         | \$1200  | \$1300       | 7.5 x 9.5 inches                |
| Inside Back Cover**          | \$1200  | \$1300       | 7.5 x 9.5 inches                |
| Outside Back Cover**         | \$1300  | \$1400       | 7.5 x 9.5 inches                |
| 2 Page Center Spread**       | \$2000  | \$2200       | 15 x 19 inches                  |

\*receives rotating ad on video screens in Pumpkin Grille and Business Expo during the Morton Pumpkin Festival.

\*\*receives rotating ad on video screens plus ad post with link on Pumpkin Festival Facebook page (7000+ fans).

Business Name: \_\_\_\_\_

Business Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

**Ad size reserved (please circle):** 1/8 coupon   1/4 Page   1/2 Page   Full Page   Inside Front cover  
Inside Back Cover   Outside Back Cover   2 Page Center Spread

**1/8 PAGE COUPON:** Our coupon section is at the end of the booklet with coupons 8 per page. All coupons have a similar look with personalized text and logo in full color.

### Ad Information:

- \_\_\_\_\_ I am purchasing a coupon so I understand it will be formatted in your template.  
 \_\_\_\_\_ My business will provide a new camera-ready ad of the correct size for the 2015 booklet.  
 \_\_\_\_\_ We will need our ad created by your design team (an extra \$60 will be assessed).

### Payment Information:

- \_\_\_\_\_ Please send me an invoice for this ad  
 \_\_\_\_\_ Payment is enclosed  
 \_\_\_\_\_ Please contact me – I would like to pay using a Mastercard or Visa

*Please complete this form and return to Marty Kull via fax or email to reserve your space today!*

*All ads must be received by May 30<sup>th</sup> to be included in the booklet.*

*Phone: 309-263-2491   Fax: 309-263-2401   Email: mkull@mortonillinois.org*