



PUBLICATION SPECIFICATION

for the

OFFICIAL FINNFEST 2008 SOUVENIR PROGRAM

JULY 23-27, 2008

By placing an ad in the Official FinnFest 2008 Souvenir Program, not only are you supporting an event that will bring over 7,000 attendees to the five-day festival held at the Duluth Entertainment Convention Center (DECC), you are advertising your business or service to folks who will want to support you. Most attendees will be from the region.

HERE ARE SOME OF THE HIGHLIGHTS OF FINNFEST 2008:

- Tarja Halonen, President of the Republic of Finland, has been invited.
- The Minnesota Orchestra will be performing a full concert at the DECC.
- Over 100 booths will feature Finnish handcrafts in the tori (market place).
- FinnFest 2008 will host 120 musical and program events plus tours of the area.
- Dances, art exhibitions, fashion show, worship services and Finnish foods will also be highlighted.

AD SIZES & RATES

Ad	Dimensions (in inches)	Rate
Full page back cover	5" wide x 8" high	\$1,000
Full page inside front cover	5w x 8h	\$800
Full page inside back cover	5w x 8h	\$700
Full page ad	5w x 8h	\$500
1/2 page - horizontal	5w x 3.75h	\$300
1/4 page - horizontal	5w x 1.75h	\$175

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Ads should be supplied as a PDF at the exact size (listed above) sent via e-mail or provided on a CD. Only black and white ads will be accepted. Additional production charges may be incurred if supplied ads do not follow listed specifications. Production charges are in addition to rate space. If it is not possible to provide a PDF file, ads provided in the following software applications are acceptable: InDesign, Quark Xpress, Photoshop, Illustrator. Others (such as PageMaker, FreeHand) will be accepted but will incur a \$25 set-up charge. All digital images, graphics, photographs, and scans should be 300 dpi saved as a JPG, EPS or Tiff. All original import graphics and fonts must be supplied. A paper copy is required for all ads.

DEADLINE & CONTACT

DEADLINE for ad submission is May 1, 2008.

Please submit this completed form and ad copy to sautio@d.umn.edu, or mail this form and CD to Sheila Autio, 315 DAdB, UMD, 1049 University Drive, Duluth, MN 55812, day phone contact (218) 726-7110. Please make your check payable to FinnFest 2008 and mail to FinnFest 2008, P.O. Box 3466, Duluth, MN 55803-3466. Include a paper copy of your ad with your check.

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Name of Business/Organization
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Contact Person
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Address
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Phone number