

CALABAR magazine™

820 Washington Avenue, Brooklyn, NY 11238. 718-638-4288. info@calabarmag.com



THE 37TH INTERNATIONAL AFRICAN ARTS FESTIVAL 2008 FESTIVAL SUPPLEMENT ADVERTISING

April 12, 2008

Dear Advertiser,

Calabar Magazine (<http://www.calabarmag.com>), *the Brooklyn Home Decor, Fashion, Culture and Lifestyle publication*, has been selected to be the official publication for **The 37th International African Arts Festival** (<http://www.iaafestival.org>) entitled Akili na Moyo - Kiswahili for Mind and Heart. which will take place over four days from Thursday, July 3, 2008- Sunday, July 6, 2008 at Commodore Bary Park in Brooklyn, New York.

Calabar Magazine will produce the **Festival Supplement** as a insert in the June/July Issue of the magazine. This edition of the magazine will be given to all attendees at the festival as well as being distributed to our regular 250 drop-off locations. Advertising Spaces in the **Festival Supplement** and the magazine is available, please call us today or visit <http://www.calabarmag.com/africanfestival.html> to purchase an Ad.

The deadline to advertise is June 1 at 5pm. All ads must be received by June 3 to be in the Festival Supplement and all payments must be completed by June 1. Ads can be paid via check, money order, or credit card.

For advertisers, the festival is a captive audience and the magazine is seeking advertisers who would like to market to this unique festival audience. We will give advertisers a 20% discount in other issues (August/Sept) if they advertise in this special issue.

Enclosed is a copy of our Rate Sheet and an Insertion Order form. We offer a corporate rate and small business rates.

Please contact us today at **718-832-6804 from 9am -12 noon** or **718-638-4288 from 1pm - 6pm daily.**

Sincerely,

Atim Annette Oton

THE 37TH INTERNATIONAL AFRICAN ARTS FESTIVAL 2008 FESTIVAL SUPPLEMENT ADVERTISING RATE SHEET

CORPORATE RATES

Ad Type	Cost	Size	Format
FULL PAGE AD	\$1500	6.25" w x 9.5" h	PDF or JPEG

SMALL BUSINESS RATES

Ad Type	Cost	Size	Format
1. MARKET PLACE LISTING	\$25	1" x 1"	PDF or JPEG
2. BIZ CARD AD	\$50	3.075" w x 1.18"h	PDF or JPEG
3. 1/8 PAGE AD	\$100	3.075"w x 2.375"h	PDF or JPEG
4. 1/4 PAGE AD	\$200	3.075"w x 4.75"h	PDF or JPEG
5. HALF (1/2) PAGE AD	\$400	6.25" w x 4.75" h	PDF or JPEG
6. FULL PAGE AD	\$750	6.25" w x 9.5" h	PDF or JPEG
7. BACK PAGE/INSIDE COVER AD	\$1000	6.25" w x 9.5" h	PDF or JPEG

Note: The Market Place listing - lists your name/company, telephone, address, website and locates your booth at the festival

VITAL ADVERTISING INFORMATION:

- All ADS must be paid for before June 1
- Payments must be made to CALABAR IMPORTS, the legal company of Calabar Magazine
- All ad material must be received by June 10, no exceptions

HOW TO SEND US YOUR AD:

- All ADS must be in a 300 dpi JPEG or PDF format
- All ADS must be sent via email to info@calabarmag.com. We confirm receipt of all ads within 24 hours or dropped off between 1pm and 7pm on a CD to Calabar Imports, 820 Washington Avenue, Brooklyn

Advertising Information

Name of Advertiser: _____
 Name of Company: _____
 Name of Contact: _____
 E-mail Address: _____
 Phone /Fax: _____
 Street Address: _____

 City: _____
 State: _____ Zip Code: _____

INSERTION ORDER: I will like to place the following ad:

Ad type: _____ Cost _____

PAYMENT OPTIONS: THE FOLLOWING INFORMATION IS REQUIRED:

Billing Contact name and telephone: _____
 Billing Address: _____

PAYMENT TYPES: CIRCLE ONE: AMEX/DISCOVER/MC/VISA
 NAME ON CARD _____
 CARD NUMBER _____ EXP _____
 BILLING ADDRESS FOR CARD _____
 SIGNATURE _____