

CALABAR magazine™

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



THE 36TH INTERNATIONAL AFRICAN ARTS FESTIVAL 2007 FESTIVAL SUPPLEMENT ADVERTISING

June 6, 2007

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 36th International African Arts Festival** (<http://www.iaafestival.org>) which will take place over five days from July 4 - July 8, 2007 at Commodore Bary Park in Brooklyn, New York.

Calabar Magazine will produce the **Festival Supplement** as a insert in the July/August 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 200 drop-off locations.

We would like to invite you to join us in this exclusive marketing to 75,000 festival attendeed. Advertising spaces in the **Festival Supplement** and the magazine are available., please call us today or visit <http://www.calabarmag.com/africanfestival.html> to purchase an Ad.

The deadline to advertise is June 22 at 5pm. All ads must be received by June 25 to be in the Festival Supplement and all payments must be completed by June 22. Ads can be paid for 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 2007 issues (Sept and Nov) 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 718.638.4288.

Sincerely,

Atim Annette Oton
Publisher,
Calabar Magazine

THE 36TH INTERNATIONAL AFRICAN ARTS FESTIVAL
2007 FESTIVAL SUPPLEMENT ADVERTISING RATE SHEET

CORPORATE RATES

Ad Type	Cost	Size	Format
FULL PAGE AD			
C1a. Full Page in the Festival Supplement	\$2000	6.25" w x 9.5" h	PDF or JPEG
C1b. Full Page outside the Festival Supplement	\$1800	6.25" w x 9.5" h	PDF or JPEG

SMALL BUSINESS RATES

Ad Type	Cost	Size	Format
1. LISTING CARD AD			
1a. Festival Insert Listing Card	\$75	3.075" w x 1" h	PDF or JPEG
1b. Listing Card in any section of the publication	\$50	3.075" w x 1" h	PDF or JPEG
2. 1/8 PAGE AD			
2a. 1/8 Page Ad inside Festival Supplement	\$125	3.075" w x 2" h	PDF or JPEG
2b. 1/8 Page Ad outside the Festival Supplement	\$100	3.075" w x 2" h	PDF or JPEG
3. 1/4 PAGE AD			
3a. 1/4 Page Ad inside the Festival Supplement	\$250	3.075" w x 4.75" h	PDF or JPEG
3b. 1/4 Page Ad outside the Festival Supplement	\$200	3.075" w x 4.75" h	PDF or JPEG
4. HALF (1/2) PAGE AD			
4a. 1/2 Page Ad inside the Festival Supplement	\$500	6.25" w x 4.75" h	PDF or JPEG
4b. 1/2 Page Ad outside the Festival Supplement	\$400	6.25" w x 4.75" h	PDF or JPEG
5. FULL PAGE AD			
5a. Full Page Ad inside the Festival Supplement	\$1000	6.25" w x 9.5" h	PDF or JPEG
5b. Full Page Ad outside the Festival Supplement	\$800	6.25" w x 9.5" h	PDF or JPEG
6. FESTIVAL SUPPLEMENT BACK PAGE OR INSIDE COVER AD			
6a. Back/Cover Full Page Ad in Supplement	\$1500	6.25" w x 9.5" h	PDF or JPEG
6b. Full Page Inside Cover Ad outside Supplement	\$1200	6.25" w x 9.5" h	PDF or JPEG

VITAL ADVERTISING INFORMATION:

1. All ADS must be paid for before June 22
2. Payments must be made to CALABAR IMPORTS, the legal company of Calabar Magazine
3. All ad material must be received by June 25, no exceptions

HOW TO SEND US YOUR AD:

1. All ADS must be in a 300 dpi JPEG or PDF format
2. All ADS must be sent via email to info@calabarmag.com. We will confirm receipt of all ads within 24 hours or dropped off between the hours of 1pm and 7pm on a CD to Calabar Imports, 820 Washington Avenue, Brooklyn, NY 11238

THE 36TH INTERNATIONAL AFRICAN ARTS FESTIVAL
2007 FESTIVAL SUPPLEMENT AD INSERTION ORDER

Advertising Information

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

 City: _____
 State: _____ Zip Code: _____

Select One Ad for the Festival or more:

- | | | |
|--|---------------|-------|
| 1. LISTING CARD AD | | |
| 1a. Festival Insert Listing Card | \$75 | _____ |
| 1b. Listing Card in any section of the publication | \$50 | _____ |
| 2. 1/8 PAGE AD | | |
| 2a. 1/8 Page Ad inside Festival Supplement | \$125 | _____ |
| 2b. 1/8 Page Ad outside the Festival Supplement | \$100 | _____ |
| 3. 1/4 PAGE AD | | |
| 3a. 1/4 Page Ad inside the Festival Supplement | \$250 | _____ |
| 3b. 1/4 Page Ad outside the Festival Supplement | \$200 | _____ |
| 4. HALF (1/2) PAGE AD | | |
| 4a. 1/2 Page Ad inside the Festival Supplement | \$500 | _____ |
| 4b. 1/2 Page Ad outside the Festival Supplement | \$400 | _____ |
| 5. FULL PAGE AD | | |
| 5a. Full Page Ad inside the Festival Supplement | \$1000 | _____ |
| 5b. Full Page Ad outside the Festival Supplement | \$800 | _____ |
| 6. FESTIVAL SUPPLEMENT BACK PAGE OR INSIDE COVER AD | | |
| 6a. Back/Cover Full Page Ad in Supplement | \$1500 | _____ |
| 6b. Full Page Inside Cover Ad outside Supplement | \$1200 | _____ |
| CORPORATE RATE FULL PAGE AD | | |
| C1a. Full Page in the Festival Supplement | \$2000 | _____ |
| C1b. Full Page outside the Festival Supplement | \$1800 | _____ |

THE FOLLOWING INFORMATION IS REQUIRED:

Billing Contact name and telephone: _____
 Billing Address: _____

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