



Appel Farm

Arts & Music Center



65th Anniversary Celebration Program Book

Over 1,000 program books will be distributed during the weekend of November 7th to 9th for Appel Farm's 65th Anniversary Celebration that will draw not only local patrons but friends, alumni, and concert goers from the mid-Atlantic region from as far as New York City, Baltimore, Washington DC, and Philadelphia. This professionally designed publication showcases Appel Farm's history, local and regional businesses, musicians & much more. The weekend also includes a FREE Saturday afternoon of "WXPN Welcomes..." performances with food trucks and art making stations. Over our 65 years, many of you have contributed to our story. Join us again in celebrating this momentous occasion by purchasing an ad in the program book so that all can see how your business has contributed to our success!

- ***Your ad purchase helps to underwrite arts education programs throughout the community.***
- ***Your ad can be purchased as a tax-deductible acknowledgement* to Appel Farm and/or the Festival participants. (See back of sheet for specifics on creating tax-deductible ads.)***

It's easy to reserve your ad space in the Festival Program Book.

Visit the [Program Book Ad Sales Form](#) to pay for your ad thru credit card, Apple Pay and Google Pay.

ADVERTISEMENT DIMENSIONS AND RATES: ROLLBACK PRICES FROM 2012

Ad format:	Ad size:	Ad Cost:
Back Cover	7.5" w x 10" h	\$600
Inside Front Cover	7.5" w x 10" h	\$500
Inside Back Cover	7.5" w x 10" h	\$400
Full Page Inside	7.5" w x 10" h	\$300
½ page Horizontal Inside	7.5" w x 4 7/8" h	\$200
¼ page Vertical Inside	3 5/8" w x 4 7/8" h	\$125
Business Card	3 5/8" w x 2 3/8" h	\$75

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Visit the [Program Book Ad Sales Form](#) to pay for your ad thru credit card, Apple Pay and Google Pay.

Info on check payments on page 2.

SUBMITTING ARTWORK:

Send your 'camera ready' artwork in black & white or grayscale mode to ProgramBook@appelfarm.org.

SPECIFICATIONS: .tiff or .jpg, high resolution (300 dpi or greater). You may bleed the ad to the specifications on page 2. All ads that do not bleed will be placed in a lined box.

RECEIPT DEADLINE: Payment and artwork are required for final ad space reservation and must be received no later than 5:00 pm on Wednesday, October 1st.

To pay by check, please complete the following information and return with payment to:
Attn: Heather Yelle, "Appel Farm Arts & Music Center", PO Box 888, Elmer, NJ 08318.

Company Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Email: _____

Ad format (circle one) Full Page Back Cover	Full Inside Front Cover	Full Inside Back Cover
½ Page Horizontal	¼ Page Vertical	Business Card

Ad cost: _____

_____ I have enclosed a check made out to "Appel Farm Arts & Music Center".

Program Book ads may be purchased as a tax-deductible acknowledgment to Appel Farm and/or the Festival participants for the full value of the ad.

Messaging examples that constitute a tax deductible contribution should include text such as the following:

- Congratulations to Appel Farm Arts & Music Center on their 65th Anniversary!
- Proud supporter of Appel Farm's 65th Anniversary!
- Congratulations to Appel Farm on another successful year!

Tax-Deductible Acknowledgement Restrictions:

- Tax-deductible acknowledgements cannot contain comparative or qualitative language, e.g., "The best contractor in NJ."
- Ad cannot include price information associated with a product or service, i.e., "20% off our product/service."
- Ad cannot endorse a product or service. (e.g., "The official product of Appel Farm.")
- Ad cannot include a coupon.
- Tax-deductible acknowledgements cannot contain inducements to buy, sell, rent, or lease a sponsor's product or service.

Sponsorships Also Available:

We would love to have you join us as a sponsor! Sponsorships are available ranging from \$250 for specific stations/aspects of the 65th Anniversary Celebration to \$5,000 as a Weekend Lead Sponsor. Ads within the program book referring to a specific business as the "official", "premier", "preferred" or "select" product/business of Appel Farm or the 65th Anniversary are considered part of sponsorship packaging. Varying size program book ads are complimentary when becoming a sponsor at the \$500 level and above. Please contact Heather Yelle, Director of External Relations at hyelle@appelfarm.org or call 856-358-2472 ext. 103 and she would be happy to provide sponsorship information.