



# 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](mailto: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.



