

# Souvenir Program Ad Rates:

Prime Ad Rates and Sizes:	Price:
Outside Back Cover	\$1,900
Inside Back Cover	\$1,900
Inside Front Cover	\$1,900
Page One	\$1,900
Page Three	\$1,900

**Full Page with Bleed:**

8 7/8" x 11 3/8"

**Trim Size:**



Inside Pages:	Price:	Ad Size:
Full Page	\$1,600	Full Page with bleed: 8 7/8" x 11 3/8" Trim Size: 8 3/8" x 10 7/8"
1/2 Page	\$1,100	Horizontal: 7 1/4" x 4 3/4" Vertical: 3 1/2" x 9 3/4"
1/3 Page	\$800	Horizontal: 7 1/4" x 3 1/4" Vertical: 4 3/4" x 4 3/4"
1/4 Page	\$650	Horizontal: Option not available Vertical: 3 1/2" x 4 3/4"
1/6 Page	\$500	Horizontal: 4 3/4" x 2 1/4" Vertical: 2 1/4" x 4 3/4"

## Mechanical Requirements of the Ad:

- Full color
- Files are saved as a PDF
- Convert all text to outlines
- Images must be 300 dpi

## Hard Deadlines:

- Space Reservation: April 1, 2019
- Artwork Provided to Rose Festival: April 16, 2019
- Publication Date: May 2019

## Digital Exposure!

- Digital version of the Souvenir Program will be posted on RoseFestival.org home page
- Interactive click-through features with direct links to sponsors websites



## Examples

Full Page

1/2 Page Vertical

1/2 Page Horizontal

1/4 Page

# Spring Brochure Ad Rates:

The Rose Festival Spring Brochure highlights the Rose Festival Calendar of events for the season!



Inside Pages:	Price:	Ad Size:
Full Page	\$3,000	Full Page with bleed: 9" x 3 3/4"
1/2 Page	\$1,500	Half Page without bleed: 4 3/4" x 3 3/4"

## Details:

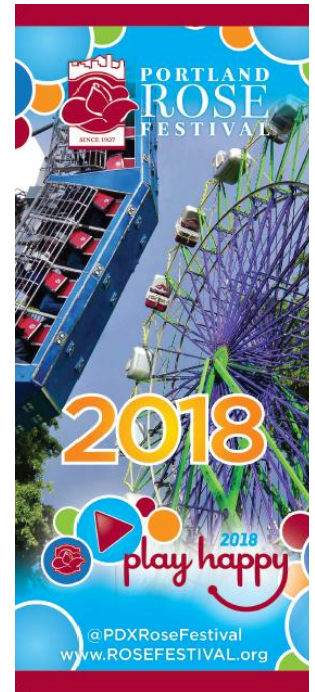
- 100,000 copies printed and distributed!
- Distribution to:
  - Oregon Welcome Centers
  - Portland International Airport
  - Certified Folder Display (regional distribution company) at Hotels and Attractions

## Mechanical Requirements of the Ad:

- Full color
- Files are saved as a PDF
- Convert all text to outlines
- Images must be 300 dpi

## Hard Deadlines:

- Space Reservation: March 1, 2019
- Artwork Provided to Rose Festival: March 19, 2019
- Publication Date: April 2019



## Examples:

Full Page

AUG 8/30 - SEPT 9/2  
COLUMBIA EDGEWATER COUNTRY CLUB

Stacy Lewis  
2017 CHAMPION

**KEEPING PORTLAND ROSY**

portlandclassic.com

LPGA Portland classic CAMBIA

1/2 Page

**CELEBRATION EVENTS**

**June 6 - 10**  
Rose Festival Fleet Week  
As one of only five ports-of-call on the West Coast, the Rose Festival continues the tradition of welcoming those who serve. Ship tours available daily.  
Tom McCall Waterfront Park Seawall  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

**June 7 - 8**  
Portland Rose Society  
130th Annual Spring Rose Show  
America's oldest Rose Society displays hundreds of locally grown roses in this colorful contest.  
Thursday 1 pm - 9 pm  
Friday 10 am - 5 pm  
2201 Lloyd Center  
Portland Oregon  
Info: 503.246.3087  
portlandrosesociety.org

**June 8**  
Royal Rosarians Honorary Knighting Ceremony  
Bestowing knighthood on friends of the Festival is an annual tradition.  
9:30 am  
Peninsula Park  
700 N Rosa Parks Way  
royalrosarians.org

**June 8 - 10**  
Rose Festival CityFair  
Rose Festival's ultimate waterfront gathering place!  
Friday - Sunday 11 am - 11 pm  
Tom McCall Waterfront Park  
Portland Oregon  
Info: 503.227.2681  
RoseFestival.org

Weekend Theme:  
Pirates & Mermaids

Weekend Features:  
• Microsoft Activities in Kids Zone - 11 am - 1 pm June 9  
• Grand Floral Scavenger Hunt - June 9  
• Goat Yoga - 11 am June 10

Always featuring:  
• Fantastic Traveling Shows  
• Game On Arcade  
• Maker's Market  
• Spellbound Stage  
• Rose City Tap House  
• Outside Drinking Lounge  
• Jim Neill Memorial Museum  
• Kids Zone Activities  
• Pickleball GO and Fitness  
• Destination with extra in-game content throughout CityFair

**FOX 12 OREGON**  
Your Official Rose Festival Station  
June Int'l  
Live parade telecast:  
Starlight Parade  
June 2  
Grand Floral Parade  
June 9  
**FOX 12 PLUS**  
Junior Parade  
June 6