

OFFICIAL PROGRAM

The Southwest's largest free four-day visual arts and entertainment festival returns April 19-22 to downtown Fort Worth. Ranked among the Top 10 Festivals in America, the nine-block event includes over 200 eclectic artists and some 100 stage performances. The Official Program is the pocket-sized guide to the expansive event. Contents include a festival map, a complete directory of artists with photos of their best art, and schedules of various stage performers. Attendees utilize the program to make sure they get the most out of their festival experience, and as a directional tool for determining what to see and when. Advertise your brand or business in the Official Program and you'll have an affluent audience at your doorstep.

AUDIENCE

An average of 430,000 locals and visitors per year come to MAIN ST. in the mood to make purchases and enjoy the festival atmosphere. Whether you are targeting families or young people who are actively interested and involved in arts and music, an ad in the Official Program ensures that you will reach this upscale audience during the event and after. These loyal art and music fans are:

- 49% male, 51% female
- 75% between ages 22-49
- 35% earn over \$75,000 yearly



SHELF LIFE

The mini-magazine size of the program (5 3/8" w x 8 3/8" d), makes it easy for festival goers to carry it with them during the event. Many attendees take the program home and utilize it as a means to make later purchases of artwork that they had seen at the festival. The handy size and catalog value of the program means your ad message will be seen repeatedly during the event and potentially afterward.

DISTRIBUTION

The Official Program will be distributed at multiple locations throughout the event, in addition to various downtown retail outlets beginning Friday, April 13, the weekend prior to the festival. This multi-weekend distribution window for the program equates to ten days of total exposure of your ad message.

DEADLINES

- **Proof Deadline: Thursday, March 22**
- **Space Reservation & No Proof Deadline: Monday, March 26**
- **Camera-Ready Deadline: Thursday, March 29**

MECHANICAL REQUIREMENTS

The program will be printed on a 60# gloss text, 133-line screen. Macintosh digital files accepted, prefer Adobe Acrobat PDF. Fonts embedded. Artwork at least 200dpi. Email artwork to cgreen@star-telegram.com.

AD SIZES & RATES

Full page*	\$ 1,200	(5" w x 8" d)
Back page*	1,975	
Page 2 or 3*	1,675	
Page 4 or 5*	1,475	
Center spread*	2,200	
Half page	675	(5" w x 4" d)
Quarter page	375	(2 1/4" w x 4" d)



For advertising information call 817-390-7637

(All ads four-color, bleeds accepted on full-page ads only. Bleed area is 5 5/8" x 8 5/8", trim size is 5 3/8" x 8 3/8")

**Full-page or larger ads receive complimentary VIP package, including official Main St. Fort Worth Arts Festival T-shirt, poster, and 2 Skybox passes for day of choice.*