



# INDIANA STATE Festivals ASSOCIATION

## 2011 Indiana Festival Guide

This two-color, one-year publication lists hundreds of member festivals throughout the state by month in a handy 5.5" x 8" size. Participation in the 2011 Indiana Festival Guide is available to current ISFA members and associates through listings and display ads. Non-members are also welcome to purchase display advertising. All festival listings will also appear on IndianaFestivals.org and VisitIndiana.com\* (\*separate application required) in 2011.

The Indiana Festival Guide is one of Indiana's most requested guidebooks because attending festivals is a favorite activity of Indiana visitors.

In 2011, 500,000 Indiana Festival Guides will be printed and distributed. Contact your Regional Account Executive to participate.

### Your Regional Account Executive is:

#### North

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## 2011 Indiana Festival Guide Distribution

Working in cooperation with the Indiana Office of Tourism Development (top three amounts), the 2011 Indiana Festival Guide will be distributed as follows:

Direct mail to subscribers	75,000	Requests generated by Indiana Travel Guide & VisitIndiana.com	90,000
Consumer shows, Indiana State Fair	40,000	Welcome centers, rest areas and visitors centers, AAA offices	210,000
Indiana legislators	25,000	Member festivals, through the Indiana State Festivals Association	20,000
Hoosier Energy customers	40,000		
		<b>Total distribution</b>	<b>500,000</b>

## Display Advertising

This option is the best way to convey a complete festival message. A display ad provides a full year of exposure in the 2011 Indiana Festival Guide using ARTWORK PROVIDED BY THE ADVERTISER. It is an effective complement to a festival listing. Full-page and half-page ads are placed in the month of the Festival Guide specified by the advertiser. **NEW FOR 2011: Bonus Website Exposure on IndianaFestivals.org for Premium and Display Advertisers.** Contact your Regional Account Executive for more information and to participate.

Half-page vertical ad, 2-color (black + publisher choice)	\$1,100
Full-page ad, 2-color (black + publisher choice)	\$2,200
Inside front cover, 4-color	\$7,400
Inside front page ad, 2-color (black + publisher choice) pg 1**	\$2,500
Inside back cover, 4-color	\$5,500
Inside back page ad, 2-color (black + publisher choice) pg 64**	\$2,500
Center Spread (2 Full-pages), 4-color (pg. 32 & 33)**	\$9,000
Center Spread outside Full-page, 4-color (page 31 & 34)**	\$5,000 each page
Center Spread outside half-page, 4-color (page 31 & 34)**	\$3,000 each half page

\*\* Page number references are from the 2010 Indiana Festival Guide.

Please consult with your Regional Account Executive for 2011 Indiana Festival Guide Display Advertising Requirements.

**Deadline to reserve space, submit application(s) and pay 2011 membership fees in full: August 1, 2010.**



## 2011 ISFA Membership Fees

This option provides a festival with a full year of exposure in the 2011 Indiana Festival Guide and on IndianaFestivals.org. Contact your Regional Account Executive to participate.

Associate Members will be listed under a separate section in the 2011 Indiana Festival Guide.

### MEMBERSHIP LEVELS

Budget less than \$25,000	\$195
Budget more than \$25,000	\$225
Associate Membership	\$225
Super Festival Member	\$425
Super Associate Member	\$425

### MEMBERSHIP REGULAR LISTING

Included in membership fees above:

Festival Guide Listing – Festival/event name, dates, contact information, 20-word description. Listing on IndianaFestivals.org.

Optional Highlighted listing available for an additional \$100

### \*\*NEW\*\*SUPER MEMBERSHIP LISTING

Includes:

Festival Guide Listing – description up to 40 words  
Highlighted & boxed  
3 week banner ad on the ISFA home page in 2011  
*The festival selects the 3-week period for ISFA home page based on availability.*

**Super Listing cost is \$425 flat fee – regardless of membership level**

To renew or purchase a membership, please contact your Regional Account Executive or login to the ISFA website: [IndianaFestivals.org](http://IndianaFestivals.org)

Online payments accepted: Pay Pal, Credit Card, By Check.

### ISFA MEMBERSHIP BENEFITS

The Indiana State Festival Association (ISFA) is a non-profit organization created to "Empower Indiana Festivals, Events and Organizations through education, networking and leadership." As an ISFA member you are associated with one of the state's largest festivals organization, connected to over 300 festivals and events and linked to various other organizations in Indiana.

#### ISFA membership benefits include:

- **FREE LISTING IN 2011 INDIANA FESTIVAL GUIDE – 500,000 Guides Printed & Distributed**
- Website listings for your festival or event on IndianaFestivals.org with a link to your festival or event website
- Membership directory of ISFA festival and vendor memberships
- Vendor and sponsorship links
- Up-to-date information on grants, volunteers and marketing opportunities
- Newsletters and E-news blasts featuring the latest news and information
- Annual Scholarship Pageant for your festival queen
- Lower rates and discounts from participating sponsors and partnerships
- Regular updates on tourism trends
- Participation in new programs and campaigns
- Spring Workshop featuring educational sessions, networking, panel discussions
- Annual Fall Convention featuring:
  - Educational sessions
  - Roundtable discussions
  - Festival queen scholarship pageant
  - Entertainment showcase
  - Expo
  - Sponsorship opportunities
  - Gathering new ideas and networking with fellow event organizers

**Deadline to reserve space, submit application(s) and pay 2011 membership fees in full: August 1, 2010.**