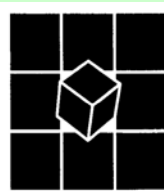


# ArtsCentral: See Art in Everything

October 12-13



CENTRAL SQUARE  
BUSINESS ASSOCIATION

P.O. Box 390426 • Cambridge, MA 02139  
Tel: 617-441-7707 & 617-864-3211 Fax: 617-441-7706  
www.centalsquarecambridge.com

## Program Advertising Rates and Specs DUE August 10, 2007

	<u>B&amp;W*</u>	<u>Color*</u>	<u>CSBA B&amp;W</u>	<u>CSBA Color</u>
<b>Full Page</b> (3 1/2 x 8 1/2)	\$280	\$300	\$238	\$255
<b>1/2 Page</b> (3 1/2 x 4 1/4)	\$240	\$260	\$204	\$221
<b>1/3 Page</b> (3 1/2 x 2 3/4)	\$200	\$220	\$170	\$187
<b>1/4 Page</b> (3 1/2 x 2)	\$180	\$200	\$153	\$170

\***Non-CSBA Members:** Receive a 5% EARLY BIRD SPECIAL if you submit your advertisement by August 1, 2007.

CSBA rates reflect a 15% member discount.

### Program Description:

- Distributed **before, during** and **after** ArtsCentral in Central Square's businesses and organizations.
- 3 3/4 x 9, high quality, bound, booklet-style program.
- 10-15 page publication with a full color outside cover, and both color and B&W interior pages.
- Features:
  - A map of Central Square,
  - Detailed ArtsCentral schedule with artist and event descriptions,
  - Detailed listing of discounts Central Square businesses will grant attendees with buttons, and
  - Comprehensive advertising from Central Square businesses in color or black and white.

### Benefits:

- Circulation: This program will reach approximately 7,000 festival attendees, as well as the Square's everyday residents, employees and visitors.
- Target Audience: ArtsCentral's main goal is to draw foot traffic into Central Square, while promoting art, business, retail, services and entertainment in the Square. The festival motivates this foot traffic—novice or seasoned Square-goers—to return and continue to support Central Square.
- Prolonged Shelf Life: Programs will be colorful keepsakes with substantial information about local commerce. Features such as discount listings and the Central Square map will encourage a long shelf life, and provide innumerable advertising impressions.
- Information: Advertising allows festival-goers to have enhanced listings of Square businesses, which include important additional information such as location, hours of operation, and services.
- Community: Advertising defrays ArtsCentral's costs, publicizes businesses and their involvement with the festival to thousands, and supports the CSBA in its mission to promote Central Square.

### Format:

- Advertisements must be in JPEG, EPS, TIF or PDF formats.
- E-mail all advertisements to [anna@centralsquarecambridge.com](mailto:anna@centralsquarecambridge.com) by **AUGUST 10**.

Please contact Anna at the Central Square Business Association with any questions.  
Phone: 617.441.7707 or 617.864-3201  
Fax: 617.441.7706  
Email: [anna@centralsquarecambridge.com](mailto:anna@centralsquarecambridge.com)



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