

DAYTON INTERNATIONAL FESTIVAL, INC.

"Absorb all cultures but forget not your own"
Taras Shevchenko, Ukraine



"A WORLD A'FAIR"

November 2003

Dear Advertiser:

It is time again to plan for the "A WORLD A'FAIR." Our 31st Annual International Festival will be held at the Dayton Convention Center on May 21, 22, 23 of 2004.

Once again we will distribute our popular and informative **Program Booklet** containing information about country location, the entertainment schedule, and stories from each of our member groups. We will print in excess of 25,000 booklets to be distributed among an anticipated attendance of 35,000 people. This will be a souvenir booklet emphasizing our theme:

... **Bridging Our Cultures Through The Arts**

... a **perfect** location to advertise your company or organization!

As a **special thank you** for your past support, you will receive complimentary tickets to the festival and we are offering a 10% discount if you contract for a program ad by **December 15, 2003.**

Please return your completed contract to the **Dayton International Festival at 1329 Stanley Ave, Dayton, OH 45404** or call the names listed below if you have any questions. Deadline for receiving artwork on CD-ROM, disk or copy is **April 1, 2003.**

Thank you for your continued support. We look forward to hearing from you soon.

Best regards,


CAROLYN STOVALL (937) 427-2120
1st V-Pres. DIFI


JOAN MANZO (937) 545-2927
Committee Chair

Enclosures (2)

pd. 12/13/03



"A WORLD A FAIR"

2004

31st ANNUAL INTERNATIONAL FESTIVAL

PROGRAM RATE SHEET

Ad Cost:		Overall Booklet - 5-1/2 in x 8-1/2 in
1/8 Page	\$100	1/8 Page - 2-1/4" x 1-3/4"
1/4 Page (Vertical)	\$175	1/4 Page (Vertical) - 2-1/4" x 3-1/2"
1/4 Page (Horizontal)	\$175 <i>157.50</i>	1/4 Page (Horizontal) - 4-3/4" x 1-3/4"
1/2 Page (Vertical)	\$300	1/2 Page (Vertical) - 2-1/2" x 7-1/2"
1/2 page (Horizontal)	\$300	1/2 Page (Horizontal) - 4-3/4" x 3-3/4"
Full Page	\$500	Full Page - 4-3/4" x 7-3/4"
Inside Covers	\$700	Inside Covers - same as Full Page
Outside Cover	\$800	Outside Cover - same as Full Page

Make checks payable to:
Dayton International Festival, Inc.

1/8 page ad	2 complimentary tickets
1/4 page ad	4 complimentary tickets
1/2 page ad	6 complimentary tickets
full page and covers	8 complimentary tickets