

**Advertising Deadlines:**

Call to Save Your Space in the Program	Anytime!
Camera-Ready Ads:	3 weeks before show
Ads requiring design/rework:	4 weeks before show
(NOTE: Internet connectivity is a must! You'll need to view PDFs to review ads!)	
Full Payment:	3 weeks before show

**Advertising Contact:**

To Order Advertising - contact: Victor Paruta - 513-929-0406 or by email: [Victor@VictoryofLight.com](mailto:Victor@VictoryofLight.com).

Completed digital ads should be sent to Victor by email.

Contact Victor for ad design services.

Checks for ads should be made out to Victory of Light and sent to Victory of Light, 235 Klotter Ave, Cincinnati, OH 45219.

Payment can also be made by credit card - if you used a card to pay for your booth, we can use the same card, or a different card. Just let Victor know.

# ***Victory of Light Psychic Festival***

## ***Advertising Opportunities***

Increase your exposure during and after the psychic festival weekend by advertising in the Victory of Light Psychic Festival Program! Direct attendees to your booth, lecture, product or service at the show, build trust through name recognition and help attendees contact you more easily after the festival ends.

3,000 copies of the program will be printed and handed to every person walking through the door. The program will contain the lecture schedule, exhibitor listing with booth numbers, mini articles and advertising to help draw attention to you.

Invest in your success at the Victory of Light Psychic Festival! See details below.

### ***Ad Specifications***

#### **Ad Sizes and Prices:**

Business Cards (2" high X 3.5" wide) for \$40

Quarter Page (4.5" high X 3.5" wide) for \$80.00

Half Page (4.5" High X 7.5" Wide OR 9.5" High X 3.5" Wide) for \$160.00

#### **Camera Ready Ads:**

1. The ad can be sent via email (or mailed on CD) as a GIF, TIF or JPEG file.
2. Hard Copy Ads can be scanned and considered Camera Ready. This is ideal for business cards! However, business cards with subtle lines, lots of color or grainy types of backgrounds do not scan and print well. If you have this type of a business card, a better option for final printing might be to have an ad specifically created for the program.
3. PDF's can be sent that contain the ad. These will be printed and then scanned. However, subtle lines and details can be lost in this process.
4. Ads being sent via email should be sent to: [Victor@VictoryofLight.com](mailto:Victor@VictoryofLight.com). Please indicate "Program Ad" in the Subject Line.

#### **Ad Design/Rework:**

1. Rework means that there must be changes/modifications made to an ad. For example: an existing business card that needs to have a website added or a phone number changed. Rework is free as long as communication can be done via email.
2. Simple text ads (no graphics) can be designed for you for a flat fee of \$20. Design fees for more complicated ads will be quoted after a consultation.
3. For Ad Design - consider the following:
  - a. Do you have a logo or graphic that you use regularly in your materials? Will you need a graphic for your ad? If so - what would you like it to look like or visually convey?
  - b. Please have a basic idea of what you would like your ad to say.
  - c. Have all the Contact Info ready for inclusion, this could include: Name, Address, Phone Numbers, Cell Phone Numbers, Websites, Email Addresses, etc.
  - d. Victory of Light cannot be held liable in any sense for ads that are approved and are later discovered to contain errors. All errors become the responsibility of the person approving the ad.