



scottish american society
of
south florida inc

p.o. Box 16441
plantation, florida 33318

Dear Advertiser,

The **Scottish American Society of South Florida** will sponsor the **38th Annual Southeast Florida Scottish Festival and Highland Games on March 5, 2022 at Plantation Heritage Park**. As one of the fundraising activities to support this event, we produce a 32-40 full page souvenir color program of Festival events, historical information, information on our scholarship programs and more.

We invite you to advertise in our Festival program to share information about your business with our members and Festival attendees. A copy of the program will be given/sent to each advertiser and a digitized version is made accessible after the Festival. You can see a copy of the 2020 Festival program at: <https://tinyurl.com/sassf-2020-program>. **Attendance in 2020 was over 5,000** from the tri-county area and visitors from all over Florida, the U.S, Canada, and Scotland, so your program ad is guaranteed to be seen by a wide audience.

Plantation Heritage Park, centrally located for residents of Dade, Broward, and Palm Beach counties, is transformed into an exciting exhibition of Scottish culture with Pipe Band and Heavy Athletics competition, Scottish Country Dancing, Highland Dancing, Scottish rock and folk singing, fiddling, craft demonstrations, sheep dog trials, military reenactments, and Clan (family) heritage displays. Scottish food, drink and merchandise will be on sale. An area of Children's activities immerses them in Scottish culture through dress up, coloring, child appropriate athletics and a passport game that guides them around the heritage displays. **Festival participation is by people of all ages, ethnicities, and sexes and is not restricted to those of Scottish heritage.**

Since our first event in 1984, the **Southeast Florida Scottish Festival and Highland Games** has become well known around the country for the high quality of its organization and featured entertainment. This has included world champion pipe bands and internationally known Scottish entertainers. This year our impressive lineup of entertainers includes Albannach, Seven Nations, Blue Skye Pipe & Drums, North of Argyll, and The City of Dunedin Pipe Band which is the 2018 World Grade 2 Pipe Band Champion and now the only Grade One Pipe Band in America.

The Scottish American Society of South Florida, Inc., is a not for profit 501(c) 3 Florida corporation. Over the years, in addition to providing a community cultural opportunity, the Festival has provided over 134 performing arts and 58 academic scholarships totaling over \$55,000. We look forward to partnering with you to bring your business to the attention of our Festival attendees and are grateful for your support.

Please feel free to contact us with any questions.

Yours sincerely,

Cristina Ramirez
Advertising

38th Annual Southeast Florida Scottish Festival & Highland Games
March 5, 2022

Program Advertising Contract

Mail Contract, Ad Copy & Payment to:
Cristina Ramirez
6220 SW 112 Place
Miami, FL 33173



Email Ad File to:
serenityramirez@bellsouth.net

DEADLINE FOR ORDER AND AD COPY IS JANUARY 31, 2022

Advertising Rates Please mark the selected ad size for your order:

PREMIUM PAGES			B/W	Color
Outside Back Cover	Size: 8.5 x 11 in.		\$500	\$500
Inside Front Cover	Size: 8.5 x 11 in.		\$400	\$450
Inside Back Cover	Size: 8.5 x 11 in.		\$400	\$450
INSIDE PAGES				
Full Page	Size: 7.75 x 10 in.*		\$350	\$400
Half Page	Size: 7.75 x 5 in.		\$235	\$275
Third Page	Size: 2.5 x 7.75 in.		\$160	\$200
Quarter Page	Size: 3.9 x 5 in.		\$130	\$160
Business Card	Size: 3.5 x 2 in.		\$75	\$100

* Full Page WITH Bleed is 8.75 x 11.25 in.

NOTE: Prices are for ads submitted in proper digital format or scannable. Ads requiring design, typesetting, or any preparation will be billed at \$35 per hour (1 hour minimum).

AD REQUIREMENTS:

Acceptable digital formats for AD - High resolution PDF or PSD.

Images, photos, logos, graphics must be 300dpi JPEG, PNG, or TIFF.

Please do not submit files from the internet. Quality will be poor.

Scannable Copy - Should be sharp, preferably on white or light background.

Business Cards - Embossed or foil designs will not reproduce. Business cards which cannot be scanned will require art services at \$35 per hour.

Questions? Contact Cristina Ramirez
serenityramirez@bellsouth.net or (305) 335-7532

Name of Advertiser: _____

Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Advertiser's Signature _____

PAYMENT ENCLOSED in the amount of \$ _____

Make checks payable to "Scottish American Society of South Florida" or "SASSF"

Solicited by: _____ Date Received: _____