



## SEDONA WOLF WEEK 2020

### PROGRAM ADVERTISING RATES & SPECS

For the first time, Sedona Wolf Week 2020 will feature an official program for the 2020 event. The guide will feature articles from past and present speakers, wolf information and facts, other organizations and helpful information. The guide will be content rich and accompanied by beautiful imagery; a guide worthy of collecting year after year.

Advertising in the Sedona Wolf Week 2020 Program is a unique opportunity to reach a consumer who is not only a lover and advocate of wolves but all wildlife, and is inherently conscious of their environment and their overall impact on the planet.

The typical attendee is female (70%), 50+ in a higher income bracket (\$100k+). The event also attracts parents with children 12 or under with the children's specific program and school presentations.

Attendees have traveled from all over the country, as far away as the East Coast and even some international travelers. This year with the event being virtual we are #GoingGlobal !

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#### Advertising Rates

- Full page \$700 (w) 7.5" x (h) 10" | Full Page Bleed 8.625" x 11.25"
- Half page \$450 (w) 7.8" x (h) 4.6"
- Quarter page \$250 (w) 3.8" x (h) 4.55"

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#### Advertising Specifications

- Ads and logos should be submitted as electronic PDF, eps, jpg, or tif files. Resolution should be 300dpi for gray-scale images and 600dpi for bitmap line art.
- Ads must be the exact size of the specifications given. If resizing, scanning or other manipulation is needed, additional charges may be incurred.
- All ads are due Friday, October 9, 2020.
- Sedona Wolf Week is not responsible for quality of ads that do not meet the required specifications.
- Sedona Wolf Week reserves the right to decline an ad and advertiser.

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Please contact Betsy Klein at 714-478-0353 or [info@sedonawolfweek.org](mailto:info@sedonawolfweek.org) for more information!