

**15th Annual**

**Burnt Hills-Ballston Lake Community Flag Day Parade**

**THURSDAY, JUNE 9, 2016**

***\*Parade ADVERTISING DETAILS\****

**14th Annual**

**Burnt Hills-Ballston Lake Community Flag Day Parade**

**THURSDAY, JUNE 11, 2015**

**Parade Brochure Advertising $75 - $400**

***Includes* -- Your business ad in the Parade brochure; *\*\*we recommend you include a coupon incentive***

|  |  |
| --- | --- |
| **Full Page** | **$400** |
| **1/2 Page** | **$225** |
| **1/4 Page** | **$135** |
| **1/8 Page** | **$75** |

* ***Payment*  should be made to the *“BH-BL BPA”* and mailed to:**

**BH-BL Business & Professional Association**

**PO Box 1043**

**Ballston Lake, NY 12019**

* ***Ad Copy (if new)* is due by *May 31, 2016* and can be emailed to:** [**bhblparade@gmail.com**](mailto:bhblparade@gmail.com)

***Ad Sizes:***

***Full page 7.5” X 10”***

***½ page 7.5” X 4.75”***

***¼ page 3.5”X4.75”***

***1/8 page 3.5”X2”***

***Formats:***

***PDF (high quality, hi-res, press-quality, or equivalent; all fonts embedded)***

***TIFF (grayscale, 300dpi at ad size)***

***JPEG (grayscale, 300dpi at ad size, save at highest quality)***

***EPS [vector file] (grayscale, turn fonts to outlines)***

***Images:***

***Any images used in ads should be a minimum of 200dpi with 300dpi or higher the better selection. Images used in ads should not be larger than 100% original size. Images and graphics used from the web are 72dpi and usually not suitable for print. Please consider other images and graphics which meet the criteria of minimum 200dpi.***

* ***Inclusion in press releases* will be made after receipt of payment**

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[**www.bhblbpa.com**](http://www.bhblbpa.com)

**https://www.facebook.com/BHBLFlagDayParade**