



16th Annual

Burnt Hills-Ballston Lake Community Flag Day Parade

THURSDAY, JUNE 8, 2017

Parade ADVERTISING DETAILS

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, 2017** and can be emailed to: 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

Visit Us At...

www.bhblbpa.com

<https://www.facebook.com/BHBLFlagDayParade>