



North American  
**Festival**  
of **Wales**  
**Gŵyl**  
**Gymru**  
Gogledd America

Featuring the  
89th Annual  
Welsh National  
Gymanfa Ganu  
Sept. 2 - Sept. 5, 2021  
Utica NY

[www.NAFOW.org](http://www.NAFOW.org)

Sponsored by the  
Welsh  
North American  
Association

WNAA International  
Headquarters  
P O Box 1054  
Trumansburg, NY 14886  
607-279-7402  
IHQ@theWNAA.org

**Advertise at the 2021  
North American  
Festival of Wales in  
Utica, NY**

**Friends and members of WNAA and Affiliated Welsh Organizations:**

Here is your opportunity to advertise your business or organization in the 2021 Festival program booklet. As an added value, a link or other contact information can be placed on our website until August 1, 2022, pointing visitors to your organization. This service is included in the ad price, making your information available to everyone who visits [www.NAFOW.org](http://www.NAFOW.org).

**Instructions for advertising in the 2021 Souvenir Program Booklet:**

Your name/business/organization \_\_\_\_\_  
Name of contact person \_\_\_\_\_  
Street address or postal box \_\_\_\_\_  
City, State, ZIP/Postal code \_\_\_\_\_  
Country \_\_\_\_\_ email \_\_\_\_\_ phone \_\_\_\_\_

Requested ad size (see page 2 for shapes and dimensions):

- Full page b/w \$250.00
- 1/2 page b/w \$135.00
- 1/4 page vert/horiz b/w \$75.00
- Full page color \$300.00
- 1/2 page color \$175.00
- 1/4 page vert/horiz color \$100.00
- Full back cover color (1) \$400.00
- Full inside cover color (1) \$350.00

*\*Back cover, inside front cover, and other color ads will be sold on a first come, first served basis. You will be contacted if your choice is not available so you can select another option. Any difference in price will be refunded in full.*

Advertising copy and payment are due by July 15, 2021. Make checks payable to WNAA  
Payment methods:

- Check or money order enclosed. Amount: \$ \_\_\_\_\_
- Charge my credit card. Amount: \$ \_\_\_\_\_ (circle one): M/C Visa

Name as it appears on card: \_\_\_\_\_

Account number: \_\_\_\_\_

Expiration date (MM/DD/YY): \_\_\_\_\_

Signature: \_\_\_\_\_

Mail this form with payment to:  
Advertising Coordinator c/o WNAA, PO Box 1054 Trumansburg, NY 14886

Mail ad copy to the same address or send by email to [advertise@NAFOW.org](mailto:advertise@NAFOW.org).

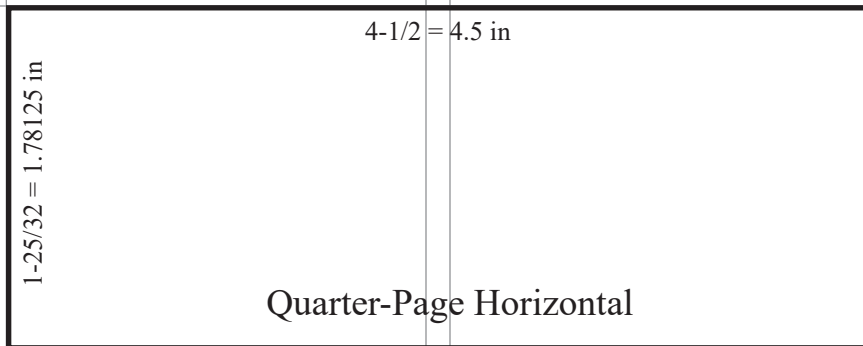
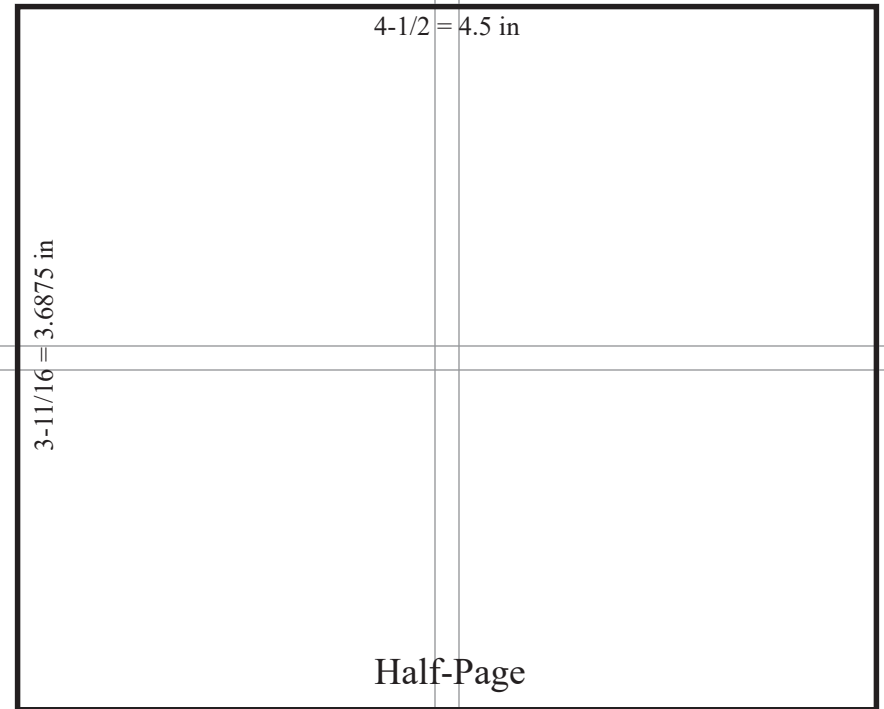
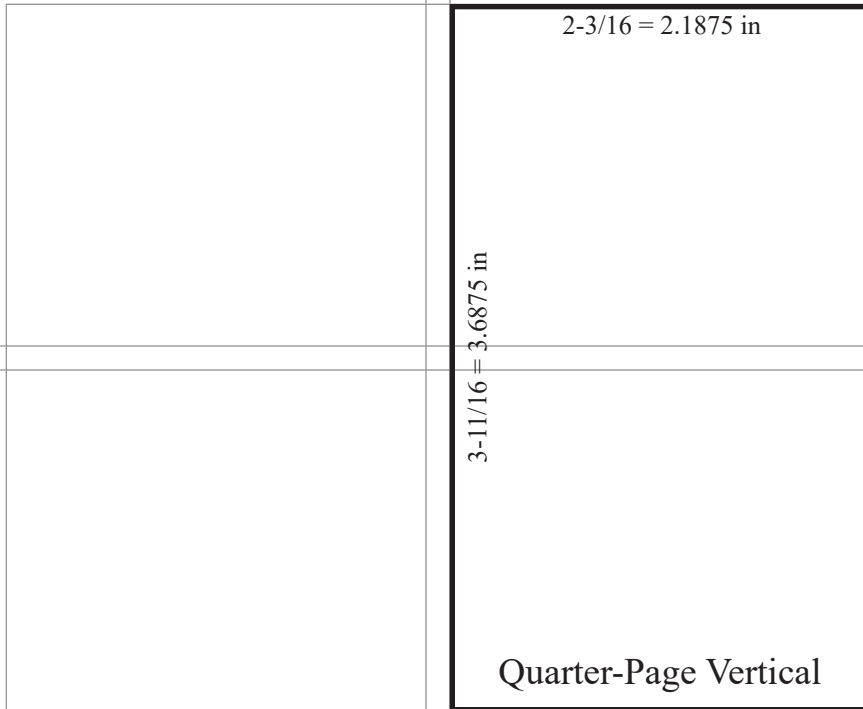
**Guidelines** (see page 2 for ad shapes, dimensions, and additional information):

Ads in PDF format are best. For logos and photos, please ensure image files (JPG, TIF or others) have sufficient resolution--see page 2. We can also scan camera-ready copy.

Beware: If you send your ad as a Word DOC file, it may not look the same at our end because of differences in software environments. Also, images contained in a DOC file may lose resolution. Please send original graphics and image files with the DOC file.

Clearly indicate the size and orientation (horizontal or vertical) of ad copy.

Questions? Information? Call (607) 279-7402 or email [advertise@NAFOW.org](mailto:advertise@NAFOW.org).



**Guidelines for submitting advertising copy & graphics:**

Bit-mapped images (JPGs, TIFs, GIFs, etc.) will be printed at 300 pixels per inch (ppi). For instance, a half-page ad, 4.5 x 3.6875 inches, needs a JPG at least 1350 x 1106 pixels for best resolution.

Text and black-and-white graphics are printed at 1200 dots per inch (dpi). If you want text to appear on top of a bit-mapped image (for instance, a JPG photo with the organization name or message running across the photo), you'll get best results if you send us the image without any text and let us add the desired text to the final product.

Please don't submit images as part of a Word DOC file. Word images are typically 72 dpi and will look grainy when printed. If your ad is text only, you may send it as a Word document, but bear in mind it will only stay true if it uses fonts that we have on our computer. If you want be sure our printed version looks like your design, please provide it as a PDF.

Please call with any questions.

**Page and Ad Sizes:**

Each page is 5.5 in. wide by 8.5 in. high. The printed area on the page is 4.5 x 7.5, which is also the size of a normal full-page ad. Smaller ads will be separated by a gutter (blank space) 9 pts. = 1/8 inch wide, so half- and quarter-page ads are slightly smaller than expected.

Note: We can print full-page ads 5.5 x 8.5 to cover the page if you supply 1/8-inch bleed on all four edges.