

# 2019 Holiday House Tour Advertising Sponsorship

Thank you for your interest in sponsoring PHW's major fundraising event of the year and helping us keep this community tradition alive! Please refer to the back of this sheet for the size and cost of the classic full page, half page, and business card size ads. **New in 2019** is the local logo option, geared toward providing your logo and business information on a page of dining options for tour-goers in Winchester.

In general, your ad should be:

- A print-ready **digital** file, full color or black and white.
- Minimum acceptable dpi is 300; higher dpi is preferable.
- PHW's preferred file formats during booklet creation are **JPG** and **PNG**. We may be able to accept other file types (PDF, TIF, PSD, etc.). If you use PDF, be sure to **embed your fonts**.

By helping us meet or exceed the minimum standards for the printer, you help us keep the production of the program booklet on track. To learn more about file preparation standards for our printer, you may visit <https://www.gotprint.com/resources/preparing-files.html>. If you need help, please contact us at 540-667-3577 or [phwinc.org@gmail.com](mailto:phwinc.org@gmail.com). We will help you ensure your ad is the highest quality possible. A handsome ad reflects well on both your business and PHW!

When you are ready to submit your ad, you may email the digital file to [phwinc.org@gmail.com](mailto:phwinc.org@gmail.com) or place it on a CD/DVD or flash drive and drop it off at PHW's office at 530 Amherst St., Winchester, VA 22601.

Also, for our records to ensure you receive your complimentary Holiday House Tour tickets, please include with your submission:

- Your name
- Your business name (if applicable)
- Your mailing address
- Your email or phone number for any questions
- For local logos sponsors, please include your physical business address and a phone number and/or website where tour-goers can find dining information
- Any extra billing instructions for PHW (checks may be made out to PHW, or we may send a paper or PDF invoice. Credit card payment via PayPal is also accepted.)

## Important dates:

All ads should be submitted to PHW no later than **5 PM on October 31, 2019** to ensure your inclusion in the program booklet.

We ask all sponsors to remit payment no later than **December 31, 2019**.

**Thank you for your interest and support of this cherished local tradition!**

## Local Logos Example Page

### Dining & Libations in Old Town

Call ahead or visit [oldtownwinchesterva.com](http://oldtownwinchesterva.com) for information!

<b>147 North</b> 147 N. Loudoun St. (540) 313-4084	<b>The Black Rose Coffee &amp; Tea Lounge</b> 11 South Loudoun St. (540) 542-6160
<b>50/50 Taphouse</b> 29 W. Cork St. (540) 773-4986	<b>Brewbaker's Restaurant</b> 168 N. Loudoun St. (540) 535-0111
<b>Alesation Brewing Co.</b> 23 N. Loudoun St. (540) 667-2743	<b>Chopstick Café</b> 207 N. Kent St. (540) 450-8691
<b>Aroma Deli and Coffee Bar</b> 201 East Boscawen St. (540) 545-4627	<b>Cork Street Tavern</b> 8 W. Cork St. (540) 667-3777
<b>Awabi Sushi Bar</b> 111 S. Loudoun St. (540) 686-7432	<b>The German Table</b> 158 N. Loudoun St. (540) 425-4999

## Full Page Ads

Please submit your print ready digital file with the following specifications:

- ◆ 5x8 inches (1500x2400 pixels at 300 dpi)
- ◆ Minimum acceptable dpi is 300; higher dpi is preferred
- ◆ Full color or black and white
- ◆ Preferred file formats are JPG and PNG

### Pricing:

Major Sponsor (1): \$500 (back cover)

Advertising Sponsor: \$250/ad (interior pages)

All Full Page advertising sponsors receive two complimentary Preview Party tickets to the Holiday House Tour, which includes access to the Preview Party on Saturday evening and the tour houses on Sunday.

The Major sponsor receives additional visibility during Holiday House Tour promotions, on our website, etc.



## Half Page Ads

Please submit your print ready digital file with the following specifications:

- ◆ 5x4 inches (1500x1200 pixels at 300 dpi)
- ◆ Minimum acceptable dpi is 300; higher dpi is preferred
- ◆ Full color or black and white
- ◆ Preferred file formats are JPG and PNG.

### Pricing:

\$150/ad (interior pages)

All Half Page advertising sponsors receive two complimentary tickets to the Holiday House Tour on Sunday.

## Business Card Ads

Please submit your print ready digital file:

- ◆ 2x3.5 inches (600x1050 pixels at 300 dpi)
- ◆ Minimum acceptable dpi is 300; higher dpi is preferred
- ◆ Full color or black and white
- ◆ Preferred file formats are JPG and PNG.

### Pricing:

\$75/ad (interior pages)

All Business Card sponsors receive one complimentary ticket to the Holiday House Tour on Sunday.

## Local Logos

New in 2019! PHW is accepting logos for dining options for a page in our tour booklet (example available). Please submit your business information with a digital logo:

- ◆ Minimum acceptable dpi is 300; higher dpi is preferred
- ◆ Full color or black and white
- ◆ Preferred file formats are JPG and PNG.

### Pricing:

\$50/logo (interior pages)

All sponsors receive one complimentary ticket to the Holiday House Tour on Sunday.