

Dear Business Owner or Artist,  
The Wells Street Art Festival, located in Chicago's Old Town neighborhood (North Ave. & Wells Street) will be held on June 9-10, 2007. It has been a fixture of the Old Town neighborhood for 34 years and continues to grow in popularity! **Why not promote your business in the program book?** It's a great way to get in front of a large, upscale audience without having staff at the festival all weekend! Even better, if you are an artist at the fest, refer patrons' to your booth by running an ad displaying a photograph of a piece of artwork!

The 2007 event will be promoted in various newspapers and magazines (Pioneer Press, Chicago Tribune, Time Out Chicago and North Shore Magazine to name a few) as well as have multiple partnerships with radio stations promoting the event.

That being said, why wouldn't you promote your business as well as support the Old Town Merchants & Residents Association? **It's a great, inexpensive way to get the word about your business to thousands of individuals!** All you need to do is review the advertising options, fill out/send the form (with payment), email me your camera-ready artwork and you're set!

If you have any further questions, please do not hesitate to contact me at [Karyn@chicagoevents.com](mailto:Karyn@chicagoevents.com) or 773-868-3010 ext. 225. Thanks!

Best regards,

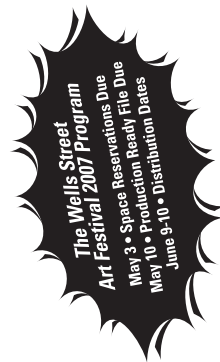


Karyn Serota

Media & Marketing Manager



1960 N. Clybourn Avenue, Rear Building  
Chicago, Illinois 60614



Support  
your  
Association

Promote  
your  
Business

33<sup>RD</sup> Wells Street  
Art Festival  
*program*



JUNE 9<sup>TH</sup> & 10<sup>TH</sup> 2007

YOUR OFFICIAL GUIDE TO THE  
WELLS STREET ART FESTIVAL

## The Wells Street Art Festival

The Wells Street Art Festival is one of the largest and most prestigious fine arts fairs in the Midwest. Celebrating its 33rd year in 2007, it's also one of the first fests of Chicago's exciting outdoor art festival season.

Over the course of the weekend, Wells Street attracts more than 50,000 upscale and discriminating art aficionados of all ages. It's a uniquely urban cultural experience for both artists to showcase their work and buyers looking to acquire fine art.

The festival is such a nationally acclaimed art event that Sunshine Artist magazine has consistently ranked it as one of the top outdoor art festivals in the country including awarding it the #10 position in its survey of top shows for artists in 2006.

The festival also has an acclaimed reputation for its music stage. This not only draws additional attendees, but gives them an opportunity to take a break and enjoy some of the finest jazz, rock and blues artists around.

## Market Coverage

**15,000 copies** distributed to festival patrons and participants at the two-day event.

## Guide Deadlines

**May 3**

*Space Reservations Due*

**May 10**

*Production Ready File Due 5pm.  
(300 dpi, CMYK or Grayscale, .JPG or .EPS file)*

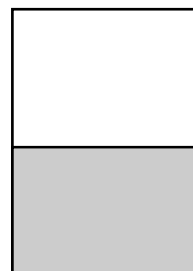
**June 9-10**

*Distribution Dates*

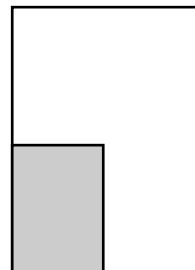
## Program Rates



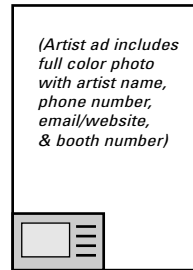
**Full page**  
5" x 8" (WxH)  
\$525



**1/2 page**  
5" x 3.875" (WxH)  
\$265



**1/4 page**  
2.375" x 3.875" (WxH)  
\$160



**Artist ad**  
2.375" x 1.812" (WxH)  
\$100

*(Artist ad includes full color photo with artist name, phone number, email/website, & booth number)*



**Full page Glossy Cover**  
5" x 8" (WxH)  
\$1050

### Three locations:

- Inside front cover
- Inside back cover
- Outside back cover

(Space on first-come, first-serve basis. Call for availability.)

# 33<sup>RD</sup> Wells Street Art Festival

## Reserve your ad today!

Please provide the following information and fax (773-868-0425) or mail this sheet. Your advertising representative, Karyn Serota will contact you shortly. Thank you!

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email Address \_\_\_\_\_

### Ad Size:

- Full page  1/2 page  1/4 page  Artist ad  
 Full page Glossy Cover (inside front, inside back, & outside back, available on first come first serve basis, call for availability)

### Ad Type:

- Black & White  Full Color (additional \$125)

My check is enclosed for \$ \_\_\_\_\_

Please make checks payable to: Special Events Management. (Sorry, no refunds.)  
Please mail payment to: Special Events Management, Attn: Karyn Serota  
1960 North Clybourn Avenue, Chicago, Illinois 60614-4924



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

\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_  
Credit Card Number

\_\_\_\_\_-\_\_\_\_\_  
Expiration Date



Charge will appear as Chicago Special Events.  
\$2.00 credit card processing fee will be applied.

For more info: Karyn Serota at 773-868-3010 ext. 225  
or karyn@chicagoevents.com (Fax 773-868-0425)