Exhibiting and Advertising at the Earth Day Festival

Instructions for Businesses Advertising in the Festival Program

Every attendee will be offered a printed Festival Program with a **"Find Us at the Festival"** section featuring businesses exhibiting at the event. There are two ways to advertise your business in the program:

- **Exhibitors** ($250) get a table at the Festival and a standard quarter-page ad, with options to upgrade.
- **Advertisers** can purchase ad space in the program without exhibiting at the Festival.

Exhibitor Package — $250

Your exhibitor package includes a table at the Festival and a standard 1/4-page ad that we typeset for all businesses in a consistent style. Want more? Upgrade to a larger ad by providing your own print-ready artwork.

Option	Dimensions	Price	Details
Standard *(1/4 page)*	2.5" wide × 4" tall	**Included**	We typeset an ad with your logo, name, and description.
More *(1/2 page)*	5" × 4"	**+$50**	You provide a print-ready ad file. Replaces your standard ad.
Most *(full page)*	5" × 8"	**+$100**	You provide a print-ready ad file. Replaces your standard ad.

Advertiser Rates — Ad Only (No Table)

Not exhibiting? You can still reach every Festival attendee by purchasing ad space. All advertiser ads are print-ready artwork that you provide.

Ad Size	Dimensions	Price	Details
Quarter page	2.5" × 4"	**$100**	You provide a print-ready ad file.
Half page	5" × 4"	**$150**	You provide a print-ready ad file.
Full page	5" × 8"	**$250**	You provide a print-ready ad file.

What We Need: Standard Exhibitor Ad

If you're an exhibitor choosing the included standard ad, send us the following and we'll create your ad for you.

✓	Item	Requirements
☐	**Business Logo**	High-resolution file (300 DPI min). PNG, SVG, EPS, or equivalent. Avoid logos downloaded from websites, which are usually at lower resolution not suitable for printing.
☐	**Business Name**	Exactly as you want it printed. Include a tagline only if it fits within the limit below.
☐	**Description**	150 characters max. What you do or what attendees will find at your booth.
☐	**Website URL**	Optional. If provided, appears at the bottom of your ad.
☐	**Booth Activity**	Optional. One sentence about what you'll be doing at the Festival.

Example Descriptions (150 characters max)

"Uncle Gary's Worm Emporium—Maine's finest composting worms since last Tuesday. Free worm cuddles at our booth!" (112 chars)

"Squeaky Clean Solar installs panels so shiny your neighbors will need sunglasses. Stop by for a free glare demo." (114 chars)

Print-Ready Ad Specifications

These specs apply to all advertiser ads and to exhibitor upgrade/premium ads. Provide your finished artwork as a digital file and we'll place it directly into the program.

- **Quarter page:** 2.5" wide × 4" tall **Half page:** 5" wide × 4" tall **Full page:** 5" wide × 8" tall
- **Resolution:** 300 DPI minimum
- **Color:** CMYK preferred; RGB accepted
- **Format:** PDF (preferred), JPEG, PNG, TIFF, SVG or equivalent
- **Bleed:** None—design to exact dimensions
- **Content:** Self-contained and print-ready. We will not modify it.

Deadline & How to Submit

SUBMISSION DEADLINE: Friday, April 10, 2026

Late submissions cannot be guaranteed placement in the printed program.

Email your materials to **fred@sustainablepractice.life**

Subject line: ***Festival Program Ad — [Your Business Name]***

Exhibitors (standard ad): Attach your logo and include your business name, description, and website URL in the email body.

Exhibitors (upgrade) & advertisers: Attach your print-ready artwork file.

Payment

Exhibitor packages and advertising can be purchased at www.EarthDayInBrunswick.com or by contacting Fred Horch directly. Payment is due before the submission deadline.

Exhibitors: If We Don't Receive Your Ad Materials

We'll still include a basic text listing with your business name and booth location—but no logo or description. Submit on time to get the ad you want.

Questions?

Contact Fred Horch at fred@sustainablepractice.life or visit www.EarthDayInBrunswick.com.

Thank you for being part of the 2026 Earth Day Festival in Brunswick!