



The 41st Annual Cotuit Arts & Crafts Festival ♦ Sponsored by the Cotuit Federated Church
August 20 & 21, 2011 on The Cotuit Village Green

Dear Friends:

CraftFest Cotuit 2011 — the 41st Annual Cotuit Arts & Crafts Festival and one of the premier outdoor arts and crafts festivals throughout New England — arrives on the Cotuit Village Green on August 20th and 21st. For two glorious summer days, Cape Cod is treated to a showcase of outstanding artisans and craftsmen, delicious foods and exciting entertainment at this event, organized to benefit the many programs of the Cotuit Federated Church.

More than 120 artisans travel to CraftFest Cotuit from nine different states to exhibit their creations — both traditional and contemporary — and offer them to festival visitors during the two-day event. This year CraftFest Cotuit is again expected to draw thousands of tourists and local residents to the quaint seaside village of Cotuit.

A CraftFest Cotuit Program, much of it printed in full color, is published annually to guide festival visitors through CraftFest and provide valuable contact information concerning each festival exhibitor. Distributed free of charge to all visitors to the festival, the CraftFest Program offers valuable opportunities for advertising — and for additional festival exposure — to individuals, local businesses and companies, as well as other organizations and institutions interested in reaching this valuable audience with brand, product or service messages.

Attached is a sheet outlining the opportunities and benefits to advertising in the 2011 CraftFest Cotuit Program. ALL advertisers not only receive exposure of their display advertising in the printed program before all festival visitors, but also:

- gain valuable Internet exposure with a listing on the CraftFest Cotuit web site at www.CraftFestCotuit.com for 10 months — FREE with your ad in the festival program
- may display brochures, sales literature or business cards at the CraftFest Cotuit sponsors' table under the tent on the Village Green on both Saturday and Sunday, FREE with your ad in the festival program
- may combine CraftFest program advertising with display advertising in the weekly Cape Week supplement of the daily Cape Cod Times — and on a special page within the Barnstable Patriot newspaper. See the attached schedule of rates to take advantage of this additional offer!

Won't you join us in supporting this annual event by placing your advertising before the audience of CraftFest Cotuit in 2011? We look forward to having you in our program and with us at the festival's sponsor tent!

With our thanks,

The CraftFest Cotuit Program Committee



CraftFest Cotuit 2011 - Program Advertising

Date of Publication: August 20, 2011

Deadline for Receipt of Advertising Materials: July 15, 2011

2011 Program Advertising Spaces and Rates

Size and Production Specifications	Full Color Rate	Black & White Rate	Web Site Listing	Sponsor's Tent Display
Cover (3 positions available) 7.0 in high X 4.75 in wide	\$ 250.00	n/a	FREE	FREE
Full Page (vertical) 7.0 in high X 4.75 in wide	\$ 195.00	\$ 165.00	FREE	FREE
Half Page (horizontal) 3 7/8 in. high X 4.75 in wide	\$ 110.00	\$ 95.00	FREE	FREE
Quarter Page (horizontal) 1 & 15/16 in high X 4.75 in wide	\$ 90.00	\$ 65.00	FREE	FREE

All print advertising may be submitted as a PDF file, with images at 300 dpi. Should you require design or graphic assistance with advertising, please contact Elli Freihofer of the CraftFest Program Committee at telephone 508.539.9357 or email theCapeCoddess@gmail.com. For invoicing or other assistance contact Jennifer Leger at 508.280.3269 or email jenleger@comcast.net.

Additional Advertising Opportunity:
Cape Week of The Cape Cod Times & The Barnstable Patriot
 Dates of Publication: Friday, August 19th

CraftFest Page	Full Color	B/W
Cape Cod Times "Cape Week" Single Unit 2 7/8 in high x 2 1/4 in wide	\$ 136.50	N/A
Barnstable Patriot Single Unit 3.5 in high X 3.75 in wide	\$100.00	\$75.00



The Barnstable Patriot
www.barnstablepatriot.com



CraftFest Cotuit 2011 - Program Advertising ORDER FORM

2011 CraftFest Cotuit Program Advertising

Cover Position - Full Color	\$ 250.00	_____
Full Page - Full Color	\$ 195.00	_____
Full Page - Black & White	\$ 165.00	_____
Half Page - Full Color	\$ 110.00	_____
Half Page - Black & White	\$ 95.00	_____
Quarter Page - Full Color	\$ 90.00	_____
Quarter Page - Black & White	\$ 65.00	_____

Other Opportunities

Single Unit - <i>Cape Week of the Cape Cod Times</i>	_____
Single Unit - <i>The Barnstable Patriot</i>	_____

If selecting these additional opportunities, invoicing will be sent directly to you
from the *Cape Cod Times* and *The Barnstable Patriot*

TOTAL _____

Please make your payment with Check or Money Order in the name of The Cotuit Federated Church
(your cancelled check or money order stub is your receipt; if you require
an invoice please advise our staff and we'll be happy to send you one!)

Name _____
 Address _____
 Telephone _____
 Email _____

Advertising artwork instructions:

- _____ I will send ad artwork by email (PDF file) to jenleger@comcast.net no later than 7/15/11
- _____ Please repeat my display advertisement that appeared in the 2010 CraftFest Program
- _____ Please have someone contact me about designing my 2011 display advertisement

Please send this completed form with your payment to:
 CraftFest Cotuit Program Advertising
 Cotuit Federated Church P.O. Box #436 Cotuit, Massachusetts 02635