



36TH ANNUAL MAYDAY PARADE

TABLOID ADVERTISING RATES

**36TH ANNUAL
MAYDAY PARADE
AND FESTIVAL**

**IN THE HEART OF THE BEAST
PUPPET AND MASK THEATRE**
1500 East Lake Street
Minneapolis, MN 55407

Return Service Requested

"Spectacle of the year!"
— MINNESOTA PARENT

**"There ought to be a law requiring attendance...
A jolly annual celebration."**
— CITY PAGES



THE TABLOID

- 10,000+ copies distributed at MayDay Parade and Festival plus 30 metro locations.
- High readership pickup with feature articles on the parade and festival, plus year round HOBT program information.
- Affordable advertising rates and design service.
- Limited advertising placement available, call today to reserve your space.

Camera Ready Ad Deadline: March 26



IN THE
HEART OF
THE **BEAST**

PUPPET AND MASK THEATRE

1500 East Lake Street
Minneapolis, MN 55407



Yes, it is almost that time again when up to 50,000 people will descend on Powderhorn Park in South Minneapolis for the 36th annual In the Heart of the Beast Puppet and Mask Theatre's MayDay Parade and Festival on Sunday, May 2, 2010.

MayDay has come a long way since 1975 when a few hundred people gathered along the route to see the first parade organized by a handful of artists. It has grown organically from a modest neighborhood festival into a major event drawing people from across the city and nation. Through it all, In the Heart of the Beast has continued to be the sole guiding force, joined by hundreds of people who donate their time, talents, and money to produce this event. Organizing and fund-raising for MayDay happens year round, but significant support for this essentially non-commercial event is earned through advertising sales in our annual program tabloid.

The tabloid is a 40 page newspaper featuring parade and festival information, as well as stories about our theatre and future programming. Always a high-profile publication, copies are distributed at the MayDay Festival plus 30 metro area locations, making this year's MayDay tabloid your most effective and affordable advertising choice.

Please show your support for In the Heart of the Beast's 36th annual MayDay Parade and Festival by placing an advertisement in this once-a-year publication. Call (763) 231-0648 now to place an ad, before it's too late.



WHO DO YOU CALL?

The production of the MayDay Tabloid is a collaborative effort of many people working at In the Heart of the Beast. If you have any questions about advertising, or would like to reserve advertising space, please call:

Bonita Kosciolk
Advertising Sales Manager
(763) 231-0648

If you would like to find out ways to get involved in other aspects of the MayDay Parade and Festival, or perhaps volunteer your time, please call our theatre at:

In the Heart of the Beast

(612) 721-2535
ext. 27 Food Vendor Application
ext. 23 Information Booth Application
ext. 12 Festival Coordinator
ext. 14 Volunteer Coordinator

AD DESIGN

We have a professional graphic designer who will be happy to work with you to ensure your organization an effective MayDay advertisement. For basic design services, there is a 15 percent surcharge to our standard advertising fee with a \$25 minimum. Additional custom design work as agreed to by you and our designer will be billed at \$50/hour. If you wish to take advantage of this service, please contact our Advertising Manager, no later than March 19.

TABLOID SPECS

- 10,000+ circulation at MayDay Parade and Festival plus 30 metro locations.
- 40 pages printed on 30# newsprint, with color cover.



AD SPECS

- Payment required with all ad submissions.
- Black/white ads only.
- All ads must be boxed.
- 102 line halftones recommended.
- Camera ready ads require: laser print or positive velox on clean white paper only.
- All ads not received in camera ready condition will be charged a design surcharge of 15% with a \$25 minimum.
- Ads may be provided electronically in high-resolution TIFF, EPS or PDF format. Please be sure all fonts are outlined in EPS files. You may also provide your ad in Quark XPress or Adobe InDesign for Macintosh; please be sure to include all fonts and picture files with your document. **Ads may be e-mailed to kozcrew@msn.com.** For more information or help preparing your electronic file contact Holle Brian at holleb@aol.com or 612-822-6593.
- All ads must be received by In the Heart of the Beast by 4:30 p.m. on the following deadlines (no exceptions):
 - Non-camera ready ads:** March 19
 - Computer file ads:** March 26
 - Camera ready ads:** March 26

LEGAL INFORMATION

- Advertiser agrees to defend and indemnify HOBT and its agents against any and all liability, loss or expense incurred from claims resulting from advertisement publication.
- In no event will HOBT be responsible for errors or omissions if correct copy is not supplied by the advertiser.
- Space reservations may not be cancelled after advertising deadline of March 19.

AD RATES

Ad Cost:

\$19 per column inch

(Note: One column equals two inches)

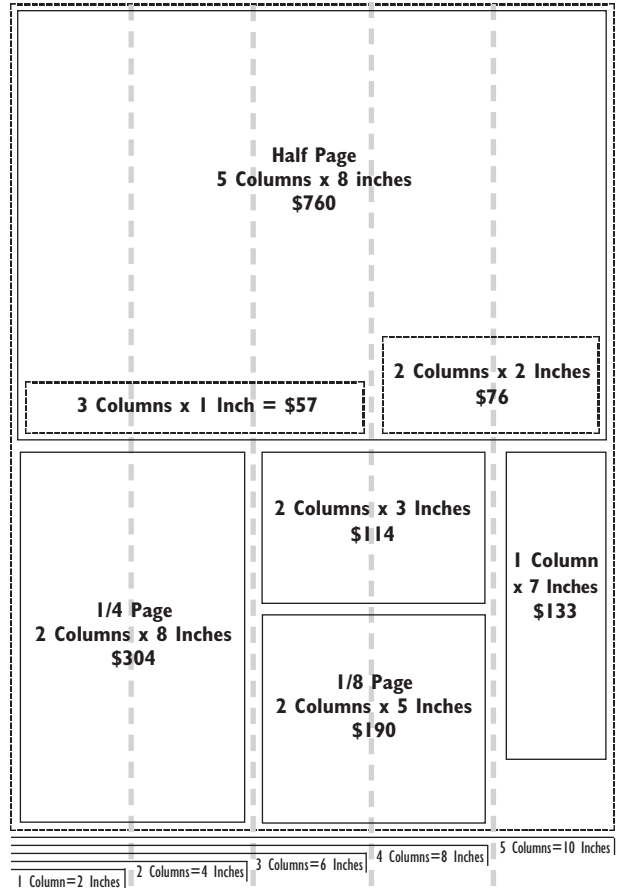
Ad Rate Calculator:

_____ # of Columns
 x _____ # of Inches
 _____ x \$19.00 = \$_____ Cost of Ad

Examples:

2 columns by 2 inches = 4 x \$19.00 = \$76.00
 2 columns by 4 inches = 8 x \$19.00 = \$152.00
 3 columns by 3 inches = 9 x \$19.00 = \$171.00
 5 columns by 8 inches = 40 x \$19.00 = \$760.00
 5 columns by 16 inches = 80 x \$19.00 = \$1,520.00

SAMPLE AD SIZES



ADVERTISING RESERVATION FORM

ORGANIZATION _____

CONTACT NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

FAX _____

E-MAIL _____

**Ads with full payment must be received at
 the In the Heart of the Beast by 4:30 p.m.
 on the following dates:**

Non-camera ready ads: March 19

Computer file ads: March 26

Camera ready ads: March 26

Please calculate ad cost:

Column Width: 1 2 3 4 5

Height: _____ (number of inches)

_____ Column x _____ Inches x \$19.00 = \$ _____

Make checks payable to:

In the Heart of the Beast

Thanks for supporting In the Heart of the Beast
 2010 MayDay Parade and Festival!

SUBMIT FORM WITH AD AND PAYMENT TO:

Bonita Kosciolk, Advertising Manager, In the Heart of the Beast, 1500 East Lake Street, Minneapolis, MN 55407.

If you have questions or would like to make a reservation, please call (763) 231-0648 or send an email to kozcrew@msn.com.