

Supporting the
community since 1969

Sheffield Garden Walk



Urban Gardens
Mainstage Music
Kids Corner
Garden Center
Architectural Tours

Dear Sheffield Neighbor:

It's time to get ready for the 41st Annual Sheffield Garden Walk! This year the Garden Walk will be held from noon to dusk on Saturday, July 18 and Sunday, July 19, 2009.

As one of Chicago's most recognized outdoor festivals, the Sheffield Garden Walk attracts up to 20,000 attendees each year. The Garden Walk features over 100 neighborhood gardens open for viewing, guided architectural tours, live entertainment, a Kids Corner, and much, much more! Great music, delicious food, beautiful gardens, and historically significant architecture make the Garden Walk more than just a festival—it's a source of community pride.

As a local business, you are an essential part of the Sheffield community. I'd like to invite you to be a part of the Sheffield Garden Walk by advertising in the Garden Walk Guidebook, a souvenir booklet. The Guidebook includes an event and activities schedule, plus neighborhood and gardens map and descriptions. Each visitor receives a copy of the Guidebook as soon as they enter the main gates, so your advertising message is guaranteed to reach thousands and thousands of people!

Advertise in the Sheffield Garden Walk Guidebook!

Electronic files: Black and white only, PDF preferred. TIFF, EPS, or JPEG accepted but all linked art and original files must be included. Line Art: Minimum 600 dpi. Graphics: Minimum 300 dpi.

Business Card Ad

3.375" w x 2.25" h

\$150

Half Page Ad

3.375" w x 4.875" h

\$250

Full Page Ad

3.375" w x 10" h

\$350

OR—Increase Your Exposure AND Your Savings!

Ask how you can advertise in the bi-monthly community newspaper—**Sheffield Neighborhood News—Annual** advertisers get a **FREE Garden Walk Guidebook Ad**

TO PLACE AN AD, PLEASE CONTACT:

Paula Arnett, Ad Manager • 773.294.1822 • parnett@paulaarnett.com

Ad Insertion, Artwork & Payment Deadline is June 9, 2009!

FOR EVEN GREATER VISIBILITY, BECOME A GARDEN WALK SPONSOR!

For more information on sponsorship opportunities,
please contact Tom Lawson at 630.258.9601 or tom.lawson@att.net

Thank you for your support! Proceeds from the Garden Walk, including paid advertisements, directly benefit the neighborhood through community projects such as the Beautification Program. Notice the sidewalk planters and hanging baskets throughout Sheffield commercial areas, marking the Sheffield Neighborhood as the Garden District of Chicago. Proceeds from the Garden Walk also fund upgrades and maintenance of parks, as well as contributions to local schools and not-for-profit institutions. For more festival details, please visit www.sheffieldgardenwalk.org.

Sponsored by the Sheffield Neighborhood Association
2233 N. Kenmore, Chicago, Illinois 60614
Festival Hotline: 773.929.9255 Website: www.sheffieldfestivals.org

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41st Annual Sheffield Garden Walk and Festival (SGW&F) Guidebook Advertising Agreement The 41st Annual SGW&F will take place on July 18 and 19, 2009.

The Sheffield Garden Walk and Festival Guidebook includes:

- An event and activities schedule
- A neighborhood and gardens map, with exhibitor garden descriptions

Company _____ Contact _____
Phone _____ Email _____
Address _____
Are you a first time SGW&F advertiser? Yes/No If no, what year did you advertise? _____

Select the ad size:

Size (width x height)	Price
<input type="checkbox"/> Card (3.375" x 2.25")	\$150
<input type="checkbox"/> Half Page (3.375" x 4.785")	\$250
<input type="checkbox"/> Full Page (3.375" x 10")	\$350

Deadline: June 9, 2009 is the ad insertion
and payment deadline.

Space fills quickly so act now!

Artwork:

All ad artwork is to be submitted in black and white only. Line art must be a minimum of 600 dpi and graphic files must be a minimum of 300 dpi. PDF files are preferred. You may also submit files in TIFF, EPS, or JPEG format, but then all linked art and original files must also be included. Email all ad artwork to Paula Arnett at parnett@rubloff.com.

Payment:

All ad payments are due, in full, at the time of artwork submission. Checks should be made payable to the Sheffield Neighborhood Association, a 501(c)3 organization. Or charge credit card:

___ MasterCard ___ Visa ___ Discover Card Expiration Date ___/___ Code on Back of Card _____
Credit Card Number _____ Signature _____
Name on Card _____ Address for Card _____

Completed advertising agreement forms and payment should be mailed to:

Sheffield Neighborhood Association
Attn: Paula Arnett/Advertising
2233 N. Kenmore
Chicago, IL 60614

OR if paying by credit card, fax to 773.572.6575 or email to parnett@rubloff.com.

Contact: If you have questions, contact Paula Arnett at 773.294.1822 or parnett@rubloff.com

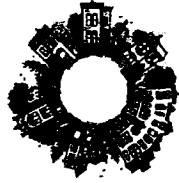
For more information about the SGW&F, visit our website at www.sheffieldgardenwalk.org.

For information on SGW&F sponsorship, contact Tom Lawson at 630.258.9601 or tom.lawson@att.net.

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Sheffield Neighborhood News and
Garden Walk Guide Book

Ad Sizing and Rates



Paula Arnett, Advertising Manager
(773) 294-1822 • paula@paulaarnett.com

NEWSLETTER CARD

3.375" wide x 2" high

\$100 per issue

or

\$500 annually plus FREE Garden Walk ad
(A Savings of \$250!)

GARDENWALK GUIDE CARD AD

3.375" wide x 2.25" high

\$150 - GW Guide only

GARDENWALK GUIDE
HALF PAGE AD

3.375" wide x 4.875" high

\$250- GW Guide only

NEWSLETTER
PETITE SIZE

3.375" wide x 5" high

\$200 per issue

or

\$1,000 annually plus FREE Garden Walk ad
(A Savings of \$450!)

GARDENWALK GUIDE
FULL PAGE AD

3.375" wide x 10" high

\$350 – GW Guide only

NEWSLETTER
TALL SIZE

3.375" wide x 10" high

\$300 per issue

or

\$1,500 annually plus FREE Garden Walk ad

(A Savings of \$650!)

Additional sizes available for
Newsletter

Contact:

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(773) 294-1822 ~ paula@paulaarnett.com