

NBAF

NATIONAL BLACK ARTS FESTIVAL

2018 National Black Arts Festival Official Performance Guide

We invite you to be a part of the 30th Annual National Black Arts Festival
by advertising in the official NBAF Performance Guide.

The National Black Arts Festival is one of the country's oldest continuing celebrations of music, theater, dance, visual, and performance art. It brings together the most exciting established and emerging Black artists from around the globe to share their talents, culture and vision with audiences in Atlanta, the cradle of the Civil Rights movement. Past performers have included superstars like Roberta Flack, Jennifer Holliday, Phylicia Rashad, Alvin Ailey Dance Company, Lena Horne, Wynton Marsalis, Dr. Maya Angelou, Spike Lee and many more.

The Festival extends September thru October 2018, bringing audiences into venues throughout greater Atlanta. The official Guide is seen by arts patrons throughout Metro Atlanta, plus it is distributed online via AtlantaShowGuide.com.

Join the celebration by showcasing your business at the premier gathering of Black artists and eager audiences – the 2018 National Black Arts Festival.

NBAF Guide Ad Sizes and Rates

NON PROFIT RATES

FULL PAGE \$900 HALF PAGE \$550 QUARTER PAGE \$350

RETAIL RATES

FULL PAGE \$1250 HALF PAGE \$750 QUARTER PAGE \$450
BACK CVR \$1750 INSIDE FRONT CVR \$1500 INSIDE BACK CVR \$1000

*Covers are upon availability.



View last years program:

<https://issuu.com/atlantashowguide/docs/nbaf17-issuu>

Download the 2018 NBAF AD CONTRACT:

<http://atlantashowguide.com/NBAFCM2018.pdf>

Ad Deadline August 15, 2018

The NBAF Guide is a digest-size, glossy, full color, all-in-one publication which serves as an invaluable resource for arts patrons throughout the region, to all the events of this three month mega arts festival.

For more info regarding advertising in the 2018 official NBAF Performance Guide or to reserve ad space, please contact us via sales@atlantashowguide.com or 770-559-1591

National Black Arts Festival 2018 / Official PERFORMANCE GUIDE

This is the 30th anniversary celebration of the artistic contributions of artists of African Heritage and/or descent from around the world. This festival of Theater, Dance, Music, Visual and Performance Arts brings to Atlanta the greatest elements of the "Diaspora," (The Casting of the Seed). The term refers to the casting of the peoples of Africa to the many corners of the globe. The artistic contributions they have made are the foundation of this festival.

DATES: Sept - Oct, 2018: To reserve space complete form below and email to sales@atlantashowguide.com

Non-Profit Rates

_____ FULL PG \$900 _____ 1/2 PG \$550 _____ 1/4 PG \$350

Retail Rates

_____ FULL PAGE \$1250 _____ 1/2 PAGE \$750 _____ 1/4 PAGE \$450
_____ BACK CVR \$1750 _____ INSIDE FRONT CVR \$1500 _____ INSIDE BACK CVR 1000

AD DIMENSIONS

FULL PG BLEED - 5.5 (W) X 8.625 (H)
FULL PG LIVE - 4.75 (W) X 7.875 (H)
FULL PG NON-BLEED - 4.75 (W) X 7.875 (H)
FULL TRIM SZ - 5.25 (W) X 8.375 (H)
1/2 PAGE - 4.75 (W) X 3.75 (H)
1/4 PAGE - 2.25 (W) X 3.75 (H)

AD DEADLINE AUGUST 15, 2018

NBAF
NATIONAL BLACK ARTS FESTIVAL

Advertiser _____

Contact Person _____

Address _____

E-Mail _____

Phone _____ Fax _____

ADVERTISER SIGNATURE _____ **Date:** _____

Easy Pay Option

Visa MasterCard Amex Discover

***There is a 3.5% service charge on all credit cards.**

CC#

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Name As it Appears on CC _____

Address of CC _____

City _____ State _____ Zip of Card _____

Please sign and date here for CC payment

X _____ Date ____ / ____ / ____

SEND PAYMENTS & MATERIALS TO:

PO Box 620494, Atlanta, GA 30362-0494, Ph 770-559-1591, sales@atlantashowguide.com

A \$55 processing charge will be assessed on all return checks. All accounts over 30 days past due will be assessed a 20% late fee and 18.99% interest on unpaid balances. Any and all collection and recovery fees will be assessed to advertiser. Signee accepts responsibility for payment and is an authorized agent for the above company. Atlanta ShowGuide, Inc. (ASG) reserves the right to run any contracted advertisers company name and phone number in the agreed contracted ad space if all efforts to secure ad copy or ad creatives are exhausted and said advertiser does not comply with ASG by providing the contracted advertisement, ASG will hold this advertiser responsible for any charges or fees relating to this advertisement's run.