



MERRICK FESTIVAL

2016

Caroling Competition

PROGRAM ADVERTISING RATES

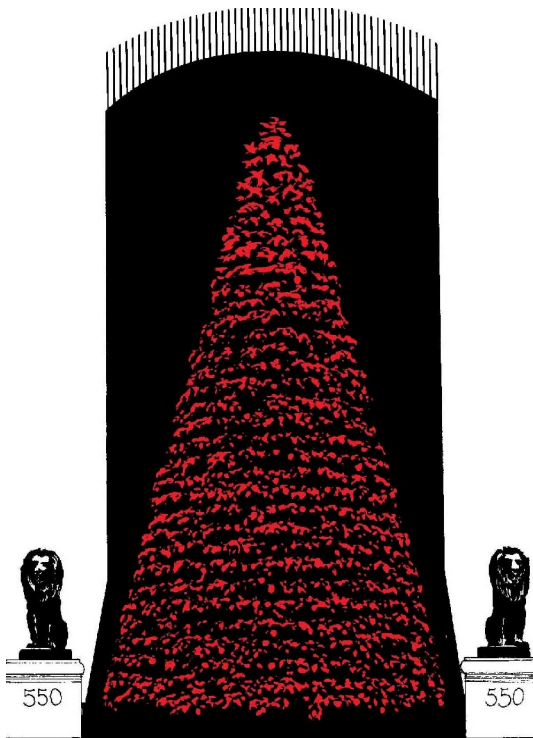
Wednesday, November 30th

through

Sunday, December 4th

and

Tuesday, December 6th



The 30 year old event takes place at 550 Biltmore Way in Coral Gables. 30 schools Miami-Dade K-8, Middle and Senior High Choirs each perform 30 minute free concerts over the five nights of the Competition. More than 25,000 people attend these free holiday concerts every year. Until now, only event sponsors were able to tap into this exclusive market. However, with the creation of the new Caroling magazine comes the opportunity to promote your product or service directly to this lucrative market. If you represent a company with a substantial presence in Coral Gables, or your market is pre-teens, teens and their parents, this is an opportunity you should consider. The Program is distributed free of charge to Competition attendees.

BACK COVER	\$5,000
INSIDE COVER	\$3,000
FULL PAGE	\$1,500
HALF PAGE	\$1,000
QUARTER PAGE	\$ 500
BUSINESS CARD	\$ 250

Publication Date:	November 15, 2016
Advertising Deadline:	October 10, 2016
Copy Deadline:	October 20, 2016

Payment MUST accompany ad copy. Checks to be made payable to MERRICK FESTIVAL, INC. All major Credit Cards accepted.

Festival Sponsorship

Sponsors receive Program advertising as one of their benefits as follows:

Papa Noel - Full Page	Santas - Half Page
Elves - Business Card	Helpers - Name

Who Do You Reach?

Prospects waiting to be introduced to your business, especially if you're located in Coral Gables:

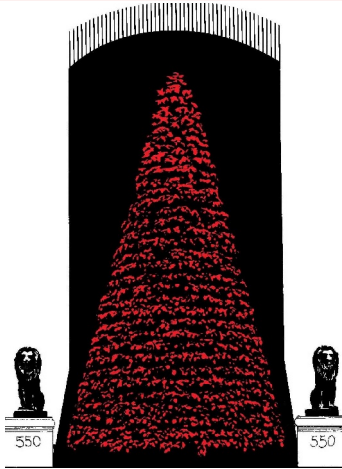
- * Adults between the ages of 18 and 49 (73.2%) of which 49% are between 35 and 49.
- * Half have incomes in excess of \$60,000 annually; 20.4% report household income greater than \$100,000 .
- * 51% are attending the Competition for the first time and 57.2% know someone performing.
- * 68.8% are married and 72.8% have children under the age of 18.
- * 51.2% are of Hispanic origin.
- * 36% live in Coral Gables while more than half are from elsewhere in Miami Dade.



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PROGRAM ADVERTISING CONTRACT



PREPAYMENT REQUIRED

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Merrick Festival is an IRS 501.c.3 organization.
All donations are tax deductible
to the extent provided by law.
Federal Tax ID 65-0288110

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- INSIDE COVER \$3,000**
- FULL PAGE \$1,500**
- HALF PAGE \$1,000**
- QUARTER PAGE \$ 500**
- BUSINESS CARD \$ 250**

8½ x 11 Format

Advertiser: _____

Contact: _____

Address: _____

City: _____ **Zip Code:** _____ **Phone:** _____

Website: _____ **Email:** _____