



January 15, 2015

Dear Edye:

Thank you for your generous sponsorship of the Tucson Festival of Books. The financial support given by Signs Now plays an important role in this event, and we are grateful for your participation. This letter provides basic information for preparing your advertisement for the Arizona Daily Star. The Festival of Books insert will be distributed in 132,000 newspapers on Sunday, March 8.

Artwork Guidelines:

Signs Now may place **one half-page black & white advertisement** as a part of your sponsorship package.

Ad specs: Horizontal Ad – 9.889” wide / 5” deep OR Vertical Ad – 4.889” wide / 10” deep

File Format: Adobe Acrobat PDF

Deadline: *Monday, February 2, 2015*

Submit ad content to: DDurham@Tucson.com (cc: Sponsorships@TucsonFestivalofBooks.org)

Subject Line: TFoB Sponsor Ad Info

Technical questions? Contact Darrell Durham (DDurham@Tucson.com or at 520.573.4412).

Should your organization be interested in purchasing additional advertising space, please contact Tim O'Connor, 520.573.4324, toconnor@tucson.com.

Again, thank you for sponsoring the seventh annual Tucson Festival of Books. The Festival has become the fourth largest book event in the country with \$1,050,000 donated to community organizations that support improved literacy. Our continued success is dependent upon organizations like yours that contribute to the Festival in meaningful ways. We are grateful for your commitment and look forward to seeing you at the Festival in March!

Sincerely,

Bimi Huebner & Jennifer Casteix
Co-Chairs, Sponsorship Committee
Sponsorships@TucsonFestivalofBooks.org
Tucson Festival of Books

Darrell Durham
Co-Chair, Marketing Committee
DDurham@Tucson.com
Market Development Director, Arizona Daily Star