

# Calabar magazine

BROOKLYN HOME DECOR, FASHION, CULTURE AND LIFESTYLE



820 Washington Avenue, Brooklyn, NY 11238

718-638-4288, www.calabarmag.com

## 2011 MEDIA KIT

### 40<sup>th</sup> International African Arts Festival

**Calabar Magazine** is one the sponsors of the **International African Arts Festival** and we publish the publication for the festival which is distributed to all attendees. **2011 is the the 5th year of publishing the Festival Guide.**



2008 Edition



2009 Edition



2010 Edition

#### About the International African Arts Festival

The International African Arts Festival began in 1971 as a fundraiser for the Uhuru Sasa School-a community based initiative that educated youth and adults about African culture. The fundraiser was a small festival with about 20 arts and crafts vendors, local entertainers, and food prepared by parents. Almost 2,000 people came to the event and the fundraiser was a success. That early format of entertainment, food and market place drew increasing crowds annually and became known as the African Street Carnival. Four years later, the festival and was moved to the field at Boys and Girls High School where it became the African Street Festival.

Today the festival is known as the International African Arts Festival and has an estimated annual audience of 75,000. It is still held in Brooklyn but is now in its third transition to a larger venue to accommodate growing audiences. That original line-up of local folk arts entertainment has also remained but has since been accompanied by artists such as: The Mighty Sparrow, Fela Kuti, KRS-1 and Lauryn Hill; artists who grew out of these traditional arts to achieve national and international acclaim. The festival website is <http://www.iaafestival.org>

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## Festival Magazine Rates (2011)

Calabar Magazine has 2 basic Ad rates:

- Corporate and
- Small Business/Nonprofit Rates.

### Benefits of Advertising

- Get your products/company into 45,000-75000 hands
- Reach 45,000-65,000 African, Caribbean & African-American people
- Spend under \$2000 for Great Ad Placement to a great audience

Corporate rate has 5 advertising size options:

- 1. FULL PAGE AD costs \$1000 - Size 6.25" w x 9.5" h
- 2. HALF PAGE AD costs \$500 - Size 6.25" w x 4.75" h
- 3. QUARTER PAGE AD costs \$250 - Size 3.075"w x 4.75" h
- 4. 1/8TH AD costs \$150 - Size 3.075"w x 1.18" h
- 5. CARD AD costs \$100 - Size 2"w x 1.18" h

Small Business/NonProfit rate has 5 advertising size options:

- 1. FULL PAGE AD costs \$500 - Size 6.25" w x 9.5" h
- 2. HALF PAGE AD costs \$250 - Size 6.25" w x 4.75" h
- 3. QUARTER PAGE AD costs \$125 - Size 3.075"w x 4.75" h
- 4. 1/8TH AD costs \$75 - Size 3.075"w x 1.18" h
- 5. CARD AD costs \$50 - Size 2"w x 1.18" h

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## 2011 Festival Advertising for the 40<sup>th</sup> International African Arts Festival

**Ad Deadline: June 15, 2011 - call 718-638-4288**

NAME \_\_\_\_\_

TELEPHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

COMPANY \_\_\_\_\_

AD SIZE \_\_\_\_\_

PAYMENT OPTIONS: CASH, CHECK, PAYPAL OR CREDIT CARD

CORPORATE RATE

AMOUNT \_\_\_\_\_ \$1000 \_\_\_\_\_ \$500 \_\_\_\_\_ \$250 \_\_\_\_\_ \$150 \_\_\_\_\_ \$100

AMOUNT \_\_\_\_\_ \$500 \_\_\_\_\_ \$250 \_\_\_\_\_ \$125 \_\_\_\_\_ \$75 \_\_\_\_\_ \$50

PAYMENT TYPE: \_\_\_\_\_ CASH \_\_\_\_\_ CHECK

\_\_\_\_\_ PAYPAL \_\_\_\_\_ CREDIT CARD

**\*\* NOTE - BOUNCED CHECKS WILL COST AN ADDITIONAL \$30**

NAME ON CREDIT CARD \_\_\_\_\_

EXPIRATION DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

\*\*\*MUST PAY FOR AD OR AD WILL NOT RUN\*\*\*

AD SOLD BY: \_\_\_\_\_

**PAYPAL PAYMENT: <http://calabarmag.com/website/festival-advertising/> - MUST PLEASE MENTION AD SALES PERSON IN MESSAGE**

**MAIL ADS TO: CALABAR MAGZINE, 820 WASHINGTON AVENUE, BROOKLYN, NY 11238**

**EMAIL ADS TO: INFO@CALABARMAG.COM**