



Announcing the **2017** edition of the  
**D/FW Party & Event Planner's Sourcebook**  
*"where great parties & events begin...published annually since 1988"*

**Advertising Deadline Date: November 15th, 2016**

**Book Release Date: April 5th, 2017 (at the 29th Annual Partyfest Extravaganza)**

Receive a **25% discount** on any display ad and a **FREE 50+ word bold listing** if received by November 1st, 2016. Special Bonus: Receive a **50% discount** on any display ad in the sourcebook as a **Partyfest Exhibitor**. See rates below.

For **28 years** the **D/FW Party & Event Planner's Sourcebook** has been **THE ONLY** comprehensive resource directory distributed to thousands of D/FW's top producing companies, event industry professionals, total party planners, corporate concierges, non-profit/fund-raising organizations and other affiliated meeting and event planning associations throughout North Texas.

**ADDED BONUS: FREE on-line graphic logo link** with a **50 word description** and **landing page** with new enhanced features: including a "12 Photo Slideshow", "About Us", "Additional Information", "Facebook", "Twitter" and "Email-a-Friend" links for **1 year** on [www.ApplauseProductions.com](http://www.ApplauseProductions.com) **(a \$275 value!)**

Advertising Order Form	
Company Name: _____	
Address: _____ City/St/Zip: _____	
Contact Name: _____ Contact Title: _____	
Phone: _____ Fax: _____ Email: _____	
Website: _____ Type of Business: _____	
Display Ad Category: _____ 50 Word Description Category: _____	
Notes: _____	

**4-Color Ad Specifications**

Ad Size	Orientation	Dimensions	Price	w/25% Discount (if received by Nov.1st)	w/50% Discount (as a Partyfest Exhibitor)	Total
1/4 page ad	vertical	2 3/8" w. X 3 3/4" ht.	\$700.00	<b>\$525.00</b>	<b>\$350.00</b>	_____
1/2 page ad	horizontal	5" w. X 3 1/2" ht.	\$900.00	<b>\$675.00</b>	<b>\$450.00</b>	_____
full page ad	full page	5" w. X 7 3/4" ht.	\$1,200.00	<b>\$900.00</b>	<b>\$600.00</b>	_____
<input checked="" type="checkbox"/> graphic logo link w/50 word description & landing page		300 X 300 pixels <b>FREE w/display ad</b>	\$275.00			<b>n/c</b>
<input type="checkbox"/> graphic on-line sponsor link featured on every web page		200 X 86 pixels	\$900.00	<b>\$675.00</b>		_____

Yes, I will be exhibiting at the 29th Annual Partyfest 2017. Please send me a Partyfest 2017 Exhibitor Application Form.

**Total Due** \_\_\_\_\_

Display ads must be the exact dimensions listed above in a high resolution tif, gif, or jpg format.  
 Please email your ad to [lisa@applauseproductions.com](mailto:lisa@applauseproductions.com). Deadline for advertising is **November 15th, 2016**.

**Payment Information**

Payment is due upon signing agreement made payable to Applause Productions. Checks, MasterCard, Visa and American Express are accepted.

Fill-in information below, sign & email to [lisa@applauseproductions.com](mailto:lisa@applauseproductions.com) or send to:

**Applause Productions** PO Box 820024 Dallas, TX 75382-0024. Call (214) 652-4300 for more information.

**Date:** \_\_\_\_\_

**Payment Method:** Check, MasterCard, VISA, American Express *(please circle one)*

MC/VISA/AMEX \_\_\_\_\_ exp \_\_\_\_\_ billing zip code \_\_\_\_\_ cvv \_\_\_\_\_

Signature \_\_\_\_\_ *(print name here)* \_\_\_\_\_