



Announcing the **2018/19 edition** of the  
**D/FW Party & Event Planner's Sourcebook**

*"where great parties & events begin...published annually since 1988"*

**Advertising Deadline Date: July 1st, 2018**

**Book Release Date: September 1st, 2018**

Receive a **25% discount** on any display ad and a **FREE 50+ word bold listing** if received by May 1st, 2018. Special Bonus: Receive a **50% discount** on any display ad in the sourcebook as a **Partyfest 2018 Exhibitor**. See rates below.

For **30 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 \$300 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<br>(If received by May 1st) | w/50% Discount<br>(as a Partyfest 2018 Exhibitor) | Total      |
|-----------------------------------------------------------------|-------------|----------------------------------------------|------------|--------------------------------------------|---------------------------------------------------|------------|
| ___ 1/4 page ad                                                 | vertical    | 2 3/8" w. X 3 3/4" ht.                       | \$800.00   | <b>\$640.00</b>                            | <b>\$400.00</b>                                   | _____      |
| ___ 1/2 page ad                                                 | horizontal  | 5" w. X 3 1/2" ht.                           | \$1,000.00 | <b>\$750.00</b>                            | <b>\$500.00</b>                                   | _____      |
| ___ full page ad                                                | full page   | 5" w. X 7 3/4" ht.                           | \$1,400.00 | <b>\$1,050.00</b>                          | <b>\$700.00</b>                                   | _____      |
| <u>X</u> graphic logo link w/50 word description & landing page |             | 300 X 300 pixels<br><b>FREE w/display ad</b> | \$300.00   |                                            |                                                   | <b>n/c</b> |
| ___ 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 30th Annual Partyfest 2018. Please send me a Partyfest 2018 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 **eventplanner36Applause@gmail.com**. Deadline for advertising is **July 1st, 2018**.

**Payment Information**

Payment is due no later than July 1st, 2018 made payable to Applause Productions. Checks, MasterCard, Visa and American Express are accepted. To reserve your ad space, please fill out this form, sign & email to **eventplanner36Applause@gmail.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)*