



100 S. Gay Street • Suite 109 • Knoxville, TN 37902 • (865) 335-3358
PO Box 32192, Knoxville, TN 37930-2192 • www.holafestival.org

HoLa's 2009 Annual Resource Guide

Purchasing an advertisement in the HoLa's Annual Guide awards you these benefits:

- **Targeted Audience**
The festival attracts a very ethnically and diverse crowd. Whether you are targeting your product and services to the growing Hispanic market or you are a Hispanic business owner marketing your product and services, HoLa's Annual Guide offers the best opportunity in the area to reach this international and diverse market.
- **Prolonged Shelf Life**
HoLa's Annual Guide is a one of a kind publication full of information and resources available in the community. People will keep referring to this guide throughout the year and will see your ad repeated times. Continued exposure provides you with multiple advertising impressions!
- **High Investment Return**
HoLa's Guide is a cost effective advertisement opportunity and an efficient tool to target your audience. HoLa's Annual Guide is first distributed at the opening ceremony of Hispanic Heritage Month at the Knoxville Museum of Art. Last year we had 300 people at the event. The guides are also distributed to HoLa-Hora Latina's 200+ members and available at the festival, which attracted close to 10,000 people last year. The guides will be available at other events taking place during Hispanic Heritage Month and copies are also available throughout the year for newcomers to the area and new members of HoLa-Hora Latina.
- **Community Support**
HoLa-Hora Latina is non-profit 501 (c)(3) organization. Its mission is to create a sense of community among Latinos in the Knoxville area and to build cultural and communication bridges with the community at large. The HoLa Festival, which takes place as part of Hispanic Heritage Month celebration, helps us accomplish this mission. This year, the festival will take place on September 19, 2009 in the heart of downtown, Market Square. Your ad will help you market your products and services, but most importantly it will show your support and celebration of diversity. This is our 10th year anniversary and a great opportunity to celebrate this important anniversary.
- ***Celebrate with us the Festival 10th year anniversary!***
- ***We had close to 10,000 festival attendees last year!***
- ***Enquire about benefits of HoLa membership!***



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HoLa's Annual Guide size: 5.5" x 8.5"

File Format: Hi Res (print quality) PDF or .tif or .eps file at 300dpi at 100% size

Full Page Covers*	5.25" x 8.5"	\$500
Full Page	4 ¾" x 7 3/8"	\$350
Half Page	4 ¾" x 3 5/8"	\$200
Business Card**	3" x 2"	\$75

*First come, first serve. In the order the payment is received.

**Discount available to HoLa members.

To reserve ad space in 2009 HoLa Guide, please fill out this form and mail it along with your check made out to HOLA:

HOLA, Advertisement Sales
P.O. Box 32192
Knoxville, TN 37930-2192

If you have any questions, please email: info@holafestival.org

Your Contact:

Name:

Email:

Phone #:

Program Advertising Sales Agreement

Advertiser: _____

Ad Size: _____

Authorized Signature: _____

Date: _____

THANK YOU! ¡GRACIAS!

Advertisement Deadline: July 31, 2009