

THE OFFICIAL  
**2024**

**DRAGON BOAT FESTIVAL**

**IN AID OF ADDENBROOKE'S CHARITABLE TRUST**

## Souvenir Programme Advertising Rates

Advertise in the souvenir programme and promote your company's services or products at Cambridge's most spectacular corporate team event

- Expected event audience over 2,000 including more than 600 from Cambridge area businesses
- A5, full colour portrait publication
- Distributed free to all competitors, spectators, media and VIP's

### Sizes and costs width x height

Full page 148.5 x 210mm = £250 + vat

Half page 148.5 x 105mm = £150 + vat

Quarter page 74.25 x 105mm = £100 + vat

For inside covers add 20% and back cover add 25%

### File formats

Ideally we require a high resolution print-ready PDF file with crop marks and 3mm of bleed

Image resolution should be 300dpi for photos or drawings with scaling no more than 120%

Fonts should be embedded into the pdf or set to outline in your application

Safe area - any text or important items should be 3-5mm inside the edge of your document

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### Order Form

I agree to send the finished artwork before the deadline of **19<sup>th</sup> August 2024**

Yes I would like the \_\_\_\_\_ size advert.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Signed \_\_\_\_\_

Date \_\_\_\_\_

**Please complete, scan in and email this form to [dragonboatevents@newwave-events.co.uk](mailto:dragonboatevents@newwave-events.co.uk) or send to:**

NWave Events Ltd, Unit 5 The Old Quarry, Nene Valley Business Park, Oundle, England, PE8 4HN

Cheques payable to NWave Events Ltd

Payment may also be made by credit or debit card (2% transaction charge) or BACS

You can also book via the online booking form <https://dragonboatevents.co.uk/cambridge-dragon-boat-festival/>