

THE OFFICIAL
2025

NORTHAMPTON
DRAGON BOAT FESTIVAL
IN AID OF AILSA'S AIM

Souvenir Programme Advertising Rates

We now have a new online version of the souvenir programme as well as some printed Souvenir Programmes to help the environment and encourage sustainability. We've also introduced a LIVE RESULTS page for up-to-date race results on the day. The QR code will be given out on the day so it's easily accessible by crews and spectators.

Advertise in the souvenir programme and promote your company's services or products at Peterborough's largest corporate team event. With one click of a button your advert can be seen by thousands of participants and spectators!

- Expected event audience over 1,500 including more than 300 from Northampton businesses
- Online flip book full colour 16 page portrait publication
- Available free to all competitors, spectators, media and VIP's and accessible with a simple QR code

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 PDF file with image resolution 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

Order Form

I agree to send the finished artwork to dragonboatevents@newwave-events.co.uk before the deadline of **12th May 2025**

Yes I would like the _____ size advert.

Name _____ Company _____

Address _____

Postcode _____

Telephone _____ Email _____

Signed _____ Date _____

Please send your completed form to dragonboatevents@newwave-events.co.uk and we will send you an invoice for payment.

**Payment may also be made by credit or debit card (2% transaction charge) or cheque. Please inform us if you wish to pay by card or cheque when emailing the form.*

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