



# TENLEYTOWN MAIN STREET ADVERTISING OPPORTUNITIES

## THE PROGRAM

The Tenleytown Main Street (TMS) Art All Night Guide Book is an interactive way to get attendees to engage with local businesses in Tenleytown.

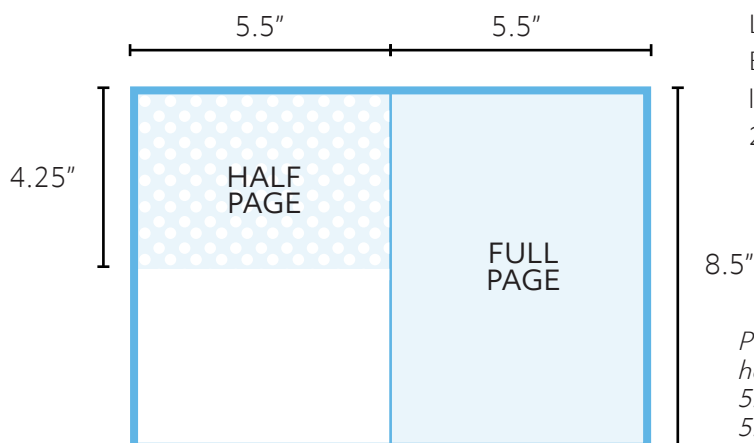
## WHY

The full-color Guide Book serves as an event guide as well as a local business directory to encourage foot traffic during Art All Night, as well as return customers long after the event.

## WHO

Looking to promote your business or service to the local community? Art All Night will attract thousands of patrons and increase exposure to Tenleytown's local businesses. Last year, 13,000 people attended Art All Night in Tenleytown.

	Early Bird Rate By July 15	Regular Rate By August 1
Half Page Ad	\$125	\$150
Full Page Ad	\$250	\$300
Full Page + 1 yr TMS Membership <i>(A limited \$200 savings for an annual business membership -- available for new members only)</i>	\$500	



## HOW

Businesses that would like to advertise in the Guide Book pay a fee for either a full or half-page ad (see chart below). We suggest that businesses include a deal (e.g. 2 for 1 specials, discounts, gift with purchase, etc.) to encourage guests to visit their establishments either during or after the event.

## WHEN

To receive the early bird rate, businesses must submit payment and a PDF of their formatted ad by July 15, 2019. After that, ads will be accepted at the regular rate until August 1. The Guide Book will be distributed before and during Art All Night, as well as in digital format on the TMS website. Attendees may use the book to receive special deals or offers at the discretion of participating businesses and/or until offers expire.

## PAYMENTS

### PLEASE SUBMIT ALL PAYMENTS TO:

Tenleytown Main Street  
4545 42nd Street NW, Suite 214  
Washington, DC 20016

### AND DIRECT ALL INQUIRIES TO:

Leigh Catherine Miles  
Executive Director  
lcmiles@tenleytownmainstreet.org  
202-362-1815

*PLEASE NOTE: The assembled Guide Book is the size of a half sheet of 8.5x11" paper, so a full page ad is 5.5x8.5" (vertical orientation), and a half page ad is 5.5x4.25" (horizontal orientation).*