

## Souvenir Book Advertising Format & Rate Card


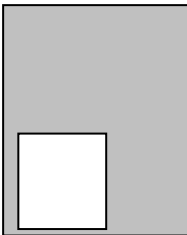
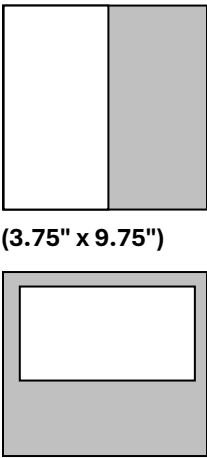
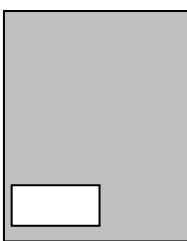
### EVENT OVERVIEW:

**Little Ethiopia New Year Street Festival** – Since its inception in 1998, Little Ethiopia annual New Years Street Festival has served its community by displaying its rich culture. It also provides an opportunity for the many diverse groups of Angelinos to come together and partake in this amazing celebration. The 25th annual Little Ethiopia New Year (**Enkutatash**) Street Festival is scheduled to take place on September 13, 2026, starting at 2:00 PM. This event will feature live music, comedy, arts, crafts, food, and cultural performances. In the past, thousands of Ethiopians and mixed cultural groups have attended this event making it become an officially designated city event. Political and community leaders as well as various businesses are expected to join in this celebration. We invite you to join us by purchasing an ad in our Souvenir Book that will commemorate this landmark event. The souvenir magazine will be distributed to over 5,000 patrons who will be a part of our celebration.

### FORMAT:

- A Magazine Style Souvenir Book
- Format Size: 8 ½ by 11 Inches Per Page

### AD SIZE & RATES:

	AD SIZE	COST		AD SIZE	COST
	<b>Inside Front Full Page</b> <b>Inside Back Full Page</b> <b>Full Page Bleed</b>	<b>\$1,000</b> <b>\$1,000</b> <b>\$850</b>		<b>Quarter Page</b>	<b>\$250</b>
<b>(9.5" x 11.375")</b>   <b>(3.75" x 9.75")</b> <b>(7.75" x 4.75")</b>	<b>Half Page Vertical / Horizontal</b>	<b>\$500</b>		<b>Business card</b>	<b>\$100</b>
			<b>(3.625" x 4.75")</b>		
			<b>(3.5" x 2")</b>		

**DEADLINE POLICY:** Advertising space reservations and camera-ready artwork is due no later than **August 15, 2026**. Cancellation of reservation must be submitted in writing via email two weeks prior to issue date. No exceptions.