



# 50<sup>TH</sup> NH HIGHLAND GAMES & FESTIVAL Commemorative Program Guide

Join us in celebrating NHSCOT's 50<sup>th</sup> birthday by securing a spot in our 48-page, full-color commemorative program guide.

It will highlight 50 years of NHSCOT's journey from our humble beginnings as a clan picnic in 1975 to our current 3-day celebration of all things Scottish.



## Why Advertise?

- Be featured in a limited-edition, keepsake publication
- Gain visibility among attendees, vendors, and competitors
- Reach an engaged audience passionate about all things Scottish

## What's Inside?

- 50 Years of NHSCOT history
- 2025 Highland Games Event Schedule & Festival Map
- Try it activities & seminar descriptions
- Sponsor and donor recognition
- ... and more!

Approximately 4,000 copies will be distributed at the Games, Sept. 19-21. Ad space is limited – reserve your spot today!

## Advertising Insertion

Company Name \_\_\_\_\_ Contact \_\_\_\_\_

Mailing Address \_\_\_\_\_

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Tel \_\_\_\_\_ Fax \_\_\_\_\_

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Ad Size	Dimensions (w x h)	Price
Inside Front Cover	8.5 x 11 inches	\$2,000
Inside Back Cover	8.5 x 11 inches	\$2,000
Outside Back Cover	8.5 x 11 inches	SOLD
Full Page	8.5 x 11 inches	\$1,000
1/2 Page	8 x 5 inches	\$400
1/4 Page	3.625 x 5 inches	\$200
1/8 Page	3.625 x 2.125 inches	\$100

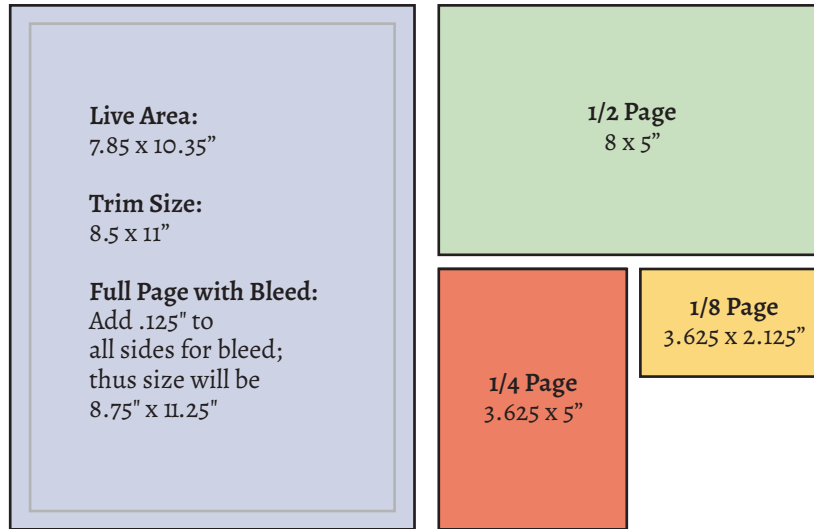
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Signature \_\_\_\_\_

**\*Note:** If you need assistance creating/designing your ad, please contact [info@nhscot.org](mailto:info@nhscot.org). Additional fees will apply.

# Ad Rates & Specifications



## ALL MATERIALS DUE BY: JUNE 2, 2025

■ Inside Front Cover . . . . .	\$2,000
■ Inside Back Cover . . . . .	\$2,000
■ Full Page . . . . .	\$1,000
■ 1/2 Page . . . . .	\$400
■ 1/4 Page . . . . .	\$200
■ 1/8 Page . . . . .	\$100

## Ad File Submission Guidelines

The 2025 NH Highland Games and Festival Commemorative Program is being produced using Adobe InDesign CC for Windows.

**Preferred file format is Press Ready PDFs.** We will also accept packaged files (all fonts, graphics, photos, etc.) in InDesign CC. Any files submitted that do not meet these requirements will be returned for proper formatting. Other applications, such as Microsoft Publisher, Powerpoint, or Word are not acceptable for high-end print output.

**SUBMITTING ADS:**

PDFs or compressed files under 15 megabytes can be emailed to: [info@nhscot.org](mailto:info@nhscot.org). If your file is bigger than 15 megabytes, upload it to a file sharing service such as Dropbox or WeTransfer and send the shareable link to [info@nhscot.org](mailto:info@nhscot.org).

**FONTS:**

Collected files must include all fonts. You can also convert all fonts to outlines to avoid any issues.

**COLOR:**

CMYK only; do not use RGB. All "spot" colors must be converted to CMYK. No actual spot/Pantone colors will be used on press.

**IMAGES:**

All photos must be a minimum of 300dpi resolution at 100% of size. If sized down from 100%, the resolution will maintain quality but sizing up from 100% will degrade image quality. Only EPS or TIF files should be used in graphic application program. JPG, GIF, BMP, WMF or other files will not print to high resolution format.

**If you have any questions, please contact:**

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**Phone:** (603) 229-1975

