

Truth Guides Justice Unites Kindness Heals

**2025
PROGRAM
AD FORM**

JOIN THE 2025 CELEBRATION BY PLACING YOUR AD!

Unlike most Independence Day celebrations in other cities, the festivities in Evanston are produced by the all-volunteer, privately funded Evanston Fourth of July Association.

To help fund this year's celebration, the celebration program will include ads from various Evanston businesses. Programs will be viewed by the thousands of spectators along the parade route, at the six morning games locations and at the lakefront for the evening's live concert and fireworks show.

Your ad can advertise your business, offer a patriotic message — even include a coupon! However you choose to design your ad, you can be sure you'll promote your message to thousands of Evanstonians who will recognize your commitment to help support a safe family-friendly 4th of July Celebration!

**Advertising Final Artwork
Deadline: May 28, 2025**

Evanston Fourth of July Program Advertising

PLEASE CHECK THE DESIRED SPONSORSHIP CATEGORY

- ☐ Call for Inside 2-page spread
- ☐ \$1,500 Outside Back Cover
- ☐ \$1,250 Inside Front Cover or Back Cover
- ☐ \$800 Full Page
- ☐ \$500 Half Page
- ☐ \$300 Quarter Page

**Cover position availability not guaranteed.*

Nonprofit groups – Are you marching in the parade? Contact Hillary for discount on your ad!

Please send sponsorship commitment to:

info@evanston4th.org or
Evanston Fourth of July Association
P.O. Box 1898
Evanston, IL 60204

**Deadline for Payment and
Artwork: May 28, 2025**

For more information, please contact:

Hillary Bean at 847-347-1384 or info@evanston4th.org

Payment is enclosed: _____

Please make checks payable to "Evanston Fourth of July Association."

To pay ONLINE check here _____ (invoice to follow).

Business Name: _____

Contact Name: _____

Address: _____

City, State, Zip: _____

Email: _____

Phone: _____

Payment by EFT is also a possibility. Please contact Hillary for details. Thank you for your consideration.

**** Payment in full is due by May 28, 2025**
unless other arrangements made with Hillary Bean.

Advertising Guidelines

BENEFITTING THE EVANSTON FOURTH OF JULY ASSOCIATION

SUPPORT AN EVANSTON TRADITION!

- Reach thousands of Evanston and North Shore families.
- Show your commitment to this Evanston tradition and to the community.
- Programs will be distributed along the parade route, at the playground games, and at the Lakefront Concert and Fireworks.

RATES

Inside Double Page Spread (11" x 8.5")	
Back Cover (5.5" x 8.5")	\$1,500
Inside Front Cover or Back Cover (5.5" x 8.5")	\$1,250
Full Page (5.5" x 8.5")	\$800
Half Page (horizontal 5.5" x 4.25")	\$500
Quarter Page (horizontal 5.5" x 2.12")	\$300

**Cover position availability not guaranteed.*

Payment in full is due by May 28

Please call to discuss!

SPECIFICATIONS

Ads must be submitted in electronic form as a JPEG or PDF file at actual size. Fonts must be embedded or converted to outline. All images should be at 300 dpi in CMYK mode for color images or gray-scale for B&W images. Rich black (30c30m30y100K) is preferred for solid black areas (graphic elements, not body text). We recommend against using reversed type smaller than 12 point. We cannot guarantee clarity for type below that size. Please email ads to info@evanston4th.org.

Final ad material, and payment in full, is due by Wednesday, May 28, 2025.

Thank you for your support!



The Evanston Fourth of July Association is recognized for **tax-exempt** status under Section 501(c)(3) of the Internal Revenue Code. Your generosity is appreciated.