



ADVERTISING PACKAGE

HOUSTON CARIBBEAN FESTIVAL & HCF RADIO

THE BUSINESS COMMUNITY

The business community has played an active role in the development of the Houston Caribbean Festival. A number of Organizations have a successful history of co-operating with Houston Caribbean Festival and we sincerely appreciate all your time efforts and sponsorship. Economic changes have intensified the search for collaboration in business. The efforts of our HCF Team Members are to renew and reform the Caribbean Community in Houston by promoting business owners on a regular basis. We are also offering Photography and Videography services to “Showcase” your business on our website.

Our relationship with the business community has become more important as the role of business in generating employment, growth, and development for the Caribbean community. We do hope that you continue to support our endeavors and the use of our media, as a form of advertising and marketing for your business.

PACKAGES AVAILABLE:

SILVER PACKAGE:

SLIDING FLYERS ONLINE AD: this package includes the following:

- A still flyer 580px wide x 800px tall
- Flyer will be posted on HCF Website
- Link to your Facebook page or Website
- This package is all visual and does NOT include liners
- Package Cost for Events: \$100.
- Package Cost for Business Owners: \$200.
(Valid for one year)

GOLD PACKAGE:

SLIDING FLYERS ONLINE & LINERS: this package includes the following:

- A still flyer 580px wide x 800px tall
- Flyer will be posted on HCF Website
- Link to your Facebook page or Website
- This package is visual and will also include liners during our live schedule program times. Please see website for schedules (All schedules are subject to change without notice)
- Package Cost for Events: \$150.
- Package Cost for Business Owners: \$250.
(Valid for one year)

PACKAGES AVAILABLE

ELITE PACKAGE:

SLIDING FLYERS ONLINE/LINERS & SKINNY BANNER

AD: this package includes the following:

- Skinny Banner Ad 960px wide x 120px tall
- Sliding Flyer 580px wide x 800px tall for online marketing
- Flyer will be posted on HCF Website
- Link to your Facebook page or Website
- This package is visual and will also include frequent liners during our live schedule program times. Please see website for schedules (All schedules are subject to change without notice).
- Cost of this package is a one-time fee of \$300

SPECIALS!!!

LINERS ONLY!!!

- Frequent Liners promoting your upcoming events during our live schedule program times. Please see website for schedules (All schedules are subject to change without notice)
- Duration of this ad 2 weeks only!!!
- Total cost \$50.00

SKINNY BANNERS ONLY!!!

- 960px wide x 120px tall link to Facebook or Website
- Cost for Events: \$100.00
- Cost for Business Owners \$150.00 (Valid for one year)

EMAIL BLAST: \$50.00 AND/OR PUSH NOTIFICATION: \$50.00
(SENT OUT 2 TIMES ON THE DATE OF YOUR CHOICE)

EVENT APPs: \$50.00 (Expires on the day after the event)

BUSINESS APPs: \$100.00 (Valid for one year)

INSTRUCTIONS FOR ADS:

Please note the following: All ads are posted 48hours after payments are made and ads are received.

All Event ads will be removed from the website the day after the event has ended.

All Business ads are valid for one year after the date posted.

After reviewing your package please see 2nd attachment for Ad Form print and fill out this form. An HCF Member will contact you to collect your payments; you will receive a receipt for your transaction.

Please email your ad to: ads@houstoncaribbeanfestival.com

For more information please call our Sales Department @ 713-226-9532

Or Email: Sales.HCF@gmail.com

HCF APP DIMENSIONS:

3 versions of each flyer at the following dimensions, with the stated bleed at the bottom of each.

640px wide x 1136px with 220px bleed at the bottom tall

640px wide x 920px with 120px bleed at the bottom tall

960px wide x 1280px with 280px bleed at the bottom tall

Skinny Banner Ads:

960px wide x 120px tall

Sliding Flyer Ads:

580px wide x 800px tall

All commercials are provided my clients and must be in the form of Mp3 File 30-60sec. Total Cost \$100 per month.

DISCLAIMER:

All businesses listed on HCF website are operated by private owners and are by no means affiliated with HCF. We do not imply that this website will bring added business transactions to those businesses listed. HCF does not as a matter of policy endorse any product or service nor any commercial firm providing products and services.

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