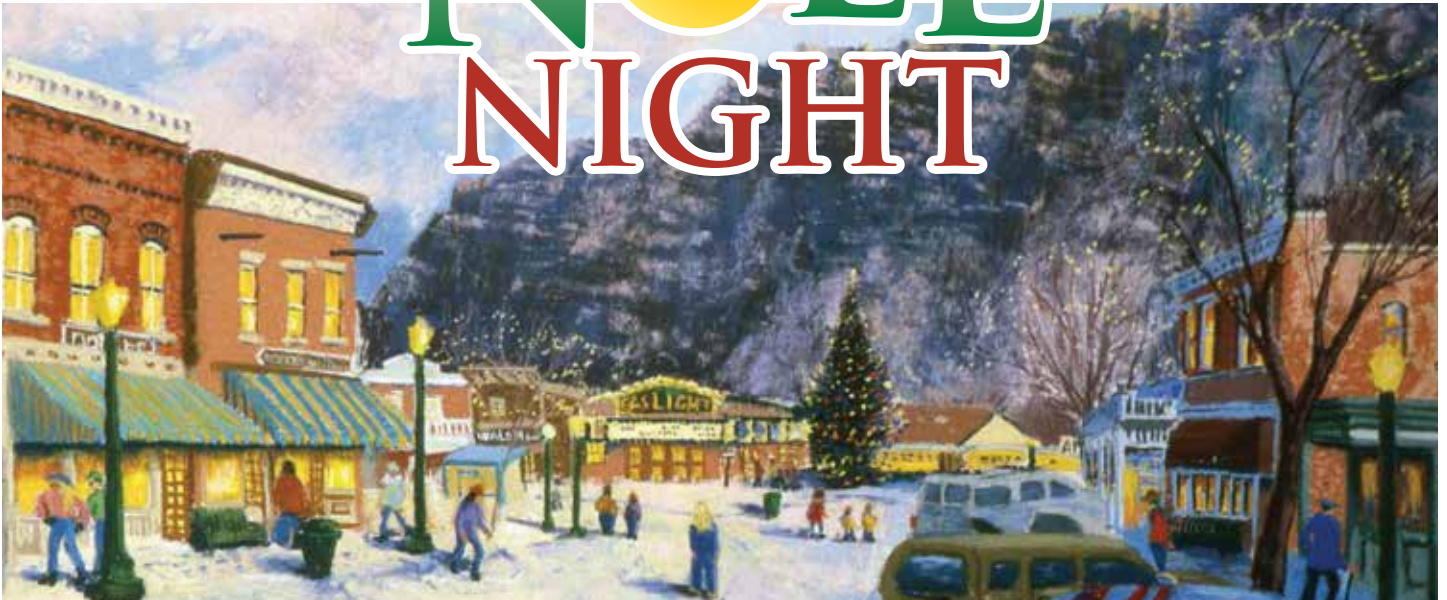


December 6<sup>th</sup> 2019

5 PM to 9 PM

# NOEL NIGHT



*This year Local First and The Durango Herald are adding to the Noel Night fun with a Noel Night Word Search & Scramble and holiday coloring page.*

Noel Night Word  
Search & Scramble  
Sponsor

**\$1100**

**As the sponsor of the Noel Night Word Search & Scramble, you will receive:**

- Recognition on Noel Night Word Search & Scramble page
- 1/2 page ad
- Recognition as a Local First Noel Night Sponsor
- Participating Merchant Signage

\*Letters of the word scramble will be hidden in other ads, making sure that each ad and offer is studied. There will be drop off locations for entries at the Local First office, The Durango Herald and at the Local First booth on Noel Night. Winners will be contacted by Local First and will receive either vouchers for the Durango Narrow Gauge Winter Cascade Canyon Train, courtesy of the Durango & Silverton Narrow Gauge Railroad or two (2) Purgatory lift tickets valid for the 2019/2020 winter season, courtesy of Purgatory Ski Resort.

Noel Night  
Coloring Page  
Sponsor

**\$1100**

**As the sponsor of the coloring page, you will receive:**

- Recognition on the Noel Night coloring page
- 1/2 page ad
- Recognition as a Local First Noel Night Sponsor
- Participating Merchant Signage

\*Crayons will be given out at the Local First booth on Noel Night. Courtesy of Local First.

**BALLANTINE**  
COMMUNICATIONS



THE Durango HERALD

**Call today to reserve your space! Advertising Department (970) 247-3504**

# NOEL NIGHT

Friday December 6<sup>th</sup> 2019

5<sup>PM</sup> to 9<sup>PM</sup>

**Ad Sizes & Investment** includes participation fee to Local First for organizing event, additional promotion

			Noel Night Guide + Online
Full Page	Color	9.5" x 9.5"	\$995 +25% Premium
1/2 Page	Color	9.5" x 4.5"	\$575
1/4 Page	Color	4.5" x 4.5"	\$300
1/8 page	Color	4.5" x 2"	\$200
1/8 page	B&W	4.5" x 2"	\$175

## Important Dates

### Booking & Artwork

Space and Artwork Deadline: Friday, November 15  
Approval Deadline: Monday, November 18

### Publication

Durango Herald: Friday, November 29

Noel Night, traditionally held on the second Friday after Thanksgiving, is a community-wide holiday event, featuring hospitality by merchants, entertainment by local artists, fundraising events and general festivity in the downtown area.

All merchants are invited to participate. Your ad fee is shared with Local First. The Durango Herald is responsible for much of the promotion, while Local First handles additional promotion and organizes the events and entertainment.

Noel Night has grown into Durango's Christmas Party over the past 15 years, thanks to your continued investment, participation and support!

**Call today to reserve your space!** Advertising Department (970) 247-3504

**BALLANTINE**  
COMMUNICATIONS



THE Durango HERALD

I hereby agree to participate in these special publications of Ballantine Communications and have circled the appropriate package listed above. I also understand all deadlines and commitments to the package.

Ballantine Communications Account Executive (Sign and Date)

Business Owner (Sign and Date)