

# BECOME AN ADVERTISER

in FOCL's Author Series 29th Season Program



## Who is Friends of the Central Library (FOCL)?

FOCL is a nonprofit organization that produces and promotes one of the largest library-related lecture series in the country. We bring a diverse selection of world-famous authors to Syracuse to entertain, inform, and inspire audiences. Funds raised through the Author Series—and other initiatives—support the Onondaga County Public Library system (OCPL), providing funding for library books, materials, and programs.

## Why Advertise?

Be a part of our exciting 29th Season by placing an ad in the FOCL Author Series program book. This high-quality printed program is distributed to audience members at all six Author Series events and is also available as a viewable PDF on the FOCL website.

By placing an advertisement in the FOCL Author Series program book, your business or organization will:

- Capture the buying power of a socially active, educated, and affluent audience.
- Be viewed by a new and unique audience from September to May.
- Make an investment in our community's literacy, education, and library system.

<b>Full-Page</b> .....	<b>\$2,000</b>
<b>Half-Page</b> .....	<b>\$1,000</b>
<b>Third-Page*</b> .....	<b>\$500</b>
<b>Business Card</b> .....	<b>\$300</b>

*\* Ask about our pre-designed third-page ad template.*

**Signed contract (back of sheet) and advertising artwork files are due by July 21, 2023.**

If you have any questions, please contact our office at (315) 435-1832 or email foctl@onlib.org.

**2023-2024**  
**FRIENDS OF THE CENTRAL LIBRARY**  
**AUTHOR SERIES**  
 The Crouse Hinds Theater • Syracuse, NY



**Patrick Radden Keefe**  
September 19, 2023



**Lily King**  
October 17, 2023



**Brendan Slocumb**  
November 14, 2023



**Maria Hinojosa**  
March 19, 2024



**Elin Hilderbrand**  
April 30, 2024



**Neil Gaiman and Art Spiegelman**  
May 9, 2024



# Friends of the Central Library Author Series

## 2023-2024 ADVERTISING CONTRACT

**Yes! I want to advertise in the Friends of the Central Library Author Series program book and support literacy and lifelong learning in our community .**

**Signed contracts are due with payment by July 21, 2023.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Company, Institution or Individual: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email Address: \_\_\_\_\_ Business Phone: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

\*Please use same advertisement from last year.

Submit your business ad in high-resolution PDF format and email your files to:  
fstaff@onlib.org. **Advertising artwork files are due by July 21, 2023,**  
and must meet size guidelines below.

**Full-Page \$2,000**  
5”w x 8”h / color or B&W

**Third-Page \$500\***  
5”w x 2.5”h / color or B&W  
*\*Ask about our pre-designed third-page ad template.*

**Half-Page \$1,000**  
5”w x 3.75”h / color or B&W

**Business Card \$300**  
3.5”w x 2”h / color or B&W

### Payment Options:

Check enclosed (Make payable to: *Friends of the Central Library*)

Charge: \_\_\_ VISA \_\_\_ MC \_\_\_ AMEX \_\_\_ DISC Card #: \_\_\_\_\_

Exp. Date: \_\_\_ / \_\_\_ Verification Code: \_\_\_\_\_

Name on card: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Please mail this completed form with payment to:

Friends of the Central Library, 447 South Salina Street, 2nd floor, Syracuse, NY 13202

**Or scan and email to:** focl@onlib.org

If you have any questions, contact our office at (315) 435-1832 or email [focl@onlib.org](mailto:focl@onlib.org)

**There are other ways to contribute to FOCL. Go to [www.foclsyracuse.org/donations](http://www.foclsyracuse.org/donations).**

*The Mission of the Friends of the Central Library is to champion the Central Library as a vital community resource through fundraising and public advocacy. Learn more at [www.foclsyracuse.org](http://www.foclsyracuse.org) and [www.onlib.org](http://www.onlib.org).*

**THANK YOU FOR YOUR SUPPORT!**