

Welcome to FOCL's exciting 2021/2022 Season!

# Become an ADVERTISER



## Who we are

FOCL produces and promotes the Rosamond Gifford Author Series, one of the largest library-related lecture series in the country, bringing world-famous authors to Syracuse to entertain, inform and inspire audiences. Funds raised through the author series support the Onondaga County Public Library system, providing funding for library books, materials and programs.

**R** o s a m o n d  
**G** i f f o r d  
**A** u t h o r  
**S** e r i e s  
  
27<sup>th</sup> S e a s o n

## Why advertise?

Be a part of our exciting 27th Season and reach thousands of community members with your marketing. Our attendees are discerning shoppers, diners, and purchasers of services. Your ad will remain in the program for all six lectures this coming season. And your investment is also an investment in education and literacy through the Central Library. Each author visit attracts nearly 1,000 book lovers from across Central New York.

- Full Page .....\$2,000
- Half Page.....\$1,000
- Third Page **NEW** .....\$500
- Business Card .....\$300

**Signed contract (back of sheet) and advertising artwork files are due by July 30, 2021**

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



## THE ROSAMOND GIFFORD AUTHOR SERIES

John H. Mulroy Civic Center • Syracuse, NY



Susan Orlean  
September 14, 2021



Jason Reynolds  
October 26, 2021



Yaa Gyasi  
November 9, 2021



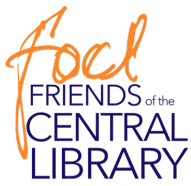
Dr. Eddie Glaude, Jr.  
March 9, 2022



Fran Lebowitz  
April 19, 2022



Ocean Vuong  
May 17, 2022



# Rosamond Gifford Author Series 2021/2022 ADVERTISING Contract

R o s a m o n d  
G i f f o r d  
A u t h o r  
S e r i e s  
27<sup>th</sup> S e a s o n

**Yes! I want to advertise in the Rosamond Gifford Author Series program booklet and support literacy and lifelong learning in our community.**

**Signed contracts are due with payment by July 30, 2021.**

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: **focl@onlib.org**.

**Advertising artwork files are due by July 30, 2021**, 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

**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: \_\_\_\_\_

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

**Please mail this completed form with payment by July 30, 2021 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)

*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!**