



**May 17-18, 2025**

**Celebrating 16 Years of Excellence!**

**Bringing Cultural & Economic Growth to AsiaTown**

East 27<sup>th</sup> Street & Payne Avenue, 11am – 7pm

[www.ClevelandAsianFestival.org](http://www.ClevelandAsianFestival.org)

## **PROGRAM GUIDE ADVERTISING RATE SHEET**

*You can also fill this form online at*

<https://form.jotform.com/clevelandasianfestival/adrate>

*2,000+ copies and digital guide will be available prior to  
and during the Cleveland Asian Festival.*

### **Mission:**

- Strengthening the identity of AsiaTown and supporting its economic growth
- Educating and promoting Asian culture and traditions
- Celebrating Asian Pacific American Heritage Month and Cleveland's Diversity
- Uniting Cleveland's Asian Community

### **Some Statistics:**

- 10,000 people attended the 1<sup>st</sup> Annual CAF in 2010
- 31,060 people attended in 2011.
- 42,240 people attended in 2012.
- 38,380 people attended in 2013
- 38,000 people attended in 2014
- 45,000 people attended in 2015
- 48,800 people attended in 2016,
- 2017 saw an increase of 1% new visitor
- 2018 – 2024 continued steady attendees with 1 million spent during the weekend event. With 48,000+ attendees in 2024.

### **Awards:**

- 2010 Best New Ethnic Festival by Cleveland Scene Magazine
- "Cleveland's Best Festivals" The Plain Dealer 5-19-2011
- 2011 "Excellence in Neighborhood Marketing" award – Live Cleveland!
- Voted "Best Festival" on the 2015 Cleveland Hot List
- Fastest growing festival in Ohio – Fox8 2015, 2016
- Top 5 Best Festival in the 2016 Cleveland Hotlist
- Top 3 Best Festival in the 2017 Cleveland Hotlist
- Top 3 Best Street Fairs in the 2022 Cleveland Scene

### **COLOR AD SIZE (PLEASE SELECT)**

- \$800** – Full Page: 5" W x 8" H (Portrait)
- \$600** – Half Page: 5" W x 4" H (Landscape)
- \$100** – Name listing

**FORMAT:** Submit COLOR, camera ready artwork in electronic format (**150dpi or higher**). TIFF, JPEG or Photoshop are best. Please no faxed or black and white images.

*All ads must meet the standards of the Cleveland Asian Festival marketing committee. If submitted ad requires significant editing, an additional fee will be assessed. No Refunds.*

*An additional \$100 will be assessed if CAF needs to re-arrange your designed ad or an additional \$350 will be assessed if CAF needs to design your ad.*

**Please submit this completed form, artwork, and non-refundable payment before March 31<sup>st</sup>, 2025.**

We will invoice you the total amount via our CAF's Paypal account or you can mail in a check payable to our fiscal agent:

**St. Clair Superior Development Corp.,  
Attn: Cleveland Asian Festival  
2999 Payne Avenue, #206,  
Cleveland, OH 44114**

Please email the artwork to: [info@ClevelandAsianFestival.org](mailto:info@ClevelandAsianFestival.org)  
For questions, please call: 216.309.2759

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

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

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

**City/State/Zip:** \_\_\_\_\_

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

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

**Total Amount Enclosed: \$** \_\_\_\_\_

***By signing below, I represent that I am authorized to enter into this agreement on behalf of the above-referenced Company/Organization and agree to be bound by the terms set forth herein.***

**Authorized Signature/Date:**  
\_\_\_\_\_  
\_\_\_\_\_

Full Page  
5" X 8"

Half Page  
5" X 4"