



# BLUES FESTIVAL GUIDE

## 9TH ANNUAL 2011



### FESTIVAL SECTION

#### Festival Ads Only

**Full Page**  
7.25" x 9" • \$1390

**1/2 Page**  
7.25" x 4.125" • \$725

### GENERAL SECTION

**Full Page**  
7.25" x 9.5" • \$1735

**Half Page Horizontal**  
7.25" x 4.625" • \$875

**Half Page Vertical**  
3.5" x 9.5" • \$875

**1/3 Page**  
2.25" x 9.5" • \$640

**1/4 Page**  
3.5" x 4.625" • \$520

**1/6 Page**  
2.25" x 4.625" • \$360

**1/8 Page**  
3.5" x 2.25" • \$290

### COLOR

Add \$375 for full-1/2 page ads and \$225 for 1/3-1/8 page ads

Be sure you also consider our **WEB SITE** and our **WEEKLY E-GUIDE** to promote your ventures...

### Annual Magazine

We are confident that you will want to include us in your advertising budget for 2011. Our popular, annual blues publication has 100,000 circulation, is free to the blues community, offers great rates and features entertaining editorial by blues' top aficionados. Advertisers get results!

### Digital Edition of Magazine - Your marketing message will be seen around the world!

Again in 2011, the entire print magazine will also be digitized. Customers can read the entire magazine online by simply clicking through page-by-page, or by going directly to a specific page number and even clicking through to advertiser's website\*. Increases circulation without using up natural resources.

\*Augment your Print Ad by purchasing a Digital Magazine Hyperlink: (Full page ad +\$75, Half page +\$50, 1/3-1/8 page +\$25)

Only \$100 to highlight your Festival in 4 different medias: website, E-Guide, magazine & digital magazine!

### ACCEPTABLE PROGRAMS

**PDF preferred:** Make sure file is saved as hi-resolution CMYK files (300/300/1200dpi) and all fonts are embedded. If file was created in Photoshop and your ad is BW, leave file as grayscale.

**Photoshop:** Submit file 300 dpi +. Save as either .jpg or .tif file formats. It is OK to email RGB files (smaller file size); we will convert them to CMYK. BW ads submit as grayscale.

**Illustrator CS 3 or lower:** All fonts must be outlined. Placed image(s) must be saved and included with file. Email as an .ai file.

**InDesign CS 3 or lower (Mac only):** Include all placed art and Mac fonts. Stuff complete folder before emailing.

**Print Outs:** Printed out (hard copy) ads are not accepted.

**Photos:** All photos must be saved at actual size at 300 dpi

### ADS WITH BLEED: Full Page Ads Only, No Festival Section Ads

**Trim Size:** 8.25" x 10.5"

**Bleed Size:** 8.75" x 11" (= trim + 0.25") If ad bleeds (= runs all the way to the edge of the paper), then design ad/background 0.25" bigger than final trim size

**Live Image Area (safe area):** 7.25" x 9.5" (= trim - 0.5") This is the safe area; keep text/info within this size to assure none of your important information is cut off during trimming.

### DESIGN CHARGES

In-house graphic design services avail. Approx 1-3 hrs per ad at \$65/hr.

### BEFORE SUBMITTING YOUR AD

- In order to hold space, we must have a completed and SIGNED INSERTION ORDER!
- Double check size, resolution, programs and proof read, we charge \$10 for each re-submission. Our graphic's department will check your file and send you a return email stating the receipt of your ad, if it was submitted correctly or what needs to be fixed to print properly.
- We print on newsprint, so don't use type below 7pt.
- Be sure to name your ad file with the name of your company/festival name.
- EMAIL YOUR AD TO: [design@BluesFestivalGuide.com](mailto:design@BluesFestivalGuide.com)

### DEADLINES

Space Reservation: NOW • Ad Submission: 3/28 • Magazine Street Date: 4/25

**DISCLAIMER:** Although we pay close attention to every ad that we receive, we are not responsible if it is sent incomplete or incorrectly.

775-337-8626 • fax 775-337-6499  
[advertising@BluesFestivalGuide.com](mailto:advertising@BluesFestivalGuide.com) • [www.BluesFestivalGuide.com](http://www.BluesFestivalGuide.com)  
 RBA Publishing Inc. • P.O. Box 50635, Reno, NV 89513