

BLUES FESTIVAL E-GUIDE

Weekly E-Newsletter Published by Blues Festival Guide Magazine



Delivering all the Blues news to youz!

The Blues E-Guide is emailed to over 25,000 opt-in blues fans and blues industry professionals each week.

Your banner ad or text ad in the Blues E-Guide is an affordable, effective and immediate way to reach thousands of blues fans year round and may complement your print ad in the Blues Festival Guide magazine. Keep impacting your potential clients with your marketing message to maximize effect. Expect weekly Entertaining and Informative Articles, new CD releases that you can listen to, Industry News, Band Tours, House of Blues Radio Hour, Roots Blues Airplay Charts, and Upcoming worldwide Blues Festivals. **Ads start as low as \$25 per week.**

Not a subscriber to the Blues E-Guide yet? It is easy and free... Go to BluesFestivalGuide.com to sign up today!

The Blues Festival E-Guide is emailed strictly to blues fans and blues industry professionals.

The E-Guide opt-in mailing list grows daily. The Blues Festival E-Guide is affiliated with the popular Blues Festival Guide print magazine which has an annual circulation of 100,000, and BluesFestivalGuide.com website which receives thousands of hits per day.

The weekly E-Guide is a wonderful resource for those who live, love and enjoy blues and its vibrant culture. It encompasses the lifestyle, music and spirituality that define this unique and diverse community.

Customized Newsletter blasts to 25,000 readers!

We can make a customized newsletter for you and blast it to our 25,000 readers! It is called a Customized E-Guide Blast.

Reach our E-Guide subscribers with your own personalized marketing message. A Customized Eguide Blast consists of text, logos and photos. You can choose what colors and fonts you want to use and proof it before it gets sent.

Your address and email will be seen by the reader. Responses from the reader will go directly to you.

ADVERTISING OPTIONS & RATES (Flash not accepted; animated .GIF ok)

BANNER ADS

Ad Options	Format	WxH	File Types	Max File Size	Rate
Square Banner Ad	n/a	125x125 pixels	JPG, .GIF	12k	\$25 per week (4 week min.)
Double Banner Ad	vertical	125x250 pixels	JPG, .GIF	24k	\$40 per week (4 week min.)
Triple Banner Ad	vertical	125x375 pixels	JPG, .GIF	36k	\$50 per week (4 week min.)
Billboard Banner Ad	horizontal	468x60 pixels	JPG, .GIF	12k	\$75 per week (4 week min.)

PROMOTIONS

Ad Option	Format	Size	File Type	Rate
Fest, CD, DVD, Book, tour	textual content	300 words max & .JPG imagea	.DOC & .JPG	\$85 for 1 time announcement
Custom Email Blast	textual content	content & .JPG Image/s	.DOC & .JPGs	\$290 if customer supplies html

Add \$75 for production if we design

DESIGN

Banner Graphic Design	\$35 additional one-time production fee
-----------------------	---

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

Be sure you also consider our **ANNUAL PRINTED MAGAZINE**, our **DIGITAL MAGAZINE EDITION** and our **WEB SITE** to promote your ventures...

775-337-8626 • fax 775-337-6499
advertising@BluesFestivalGuide.com • www.BluesFestivalGuide.com
 RBA Publishing Inc. • P.O. Box 50635, Reno, NV 89513