

BLUES FESTIVAL GUIDE

10TH ANNUAL 2012

Magazine • Website • e-Newsletter • Facebook • Twitter

We have been developing Blues databases for 10 years!

Take advantage of our media products to reach the Blues community in 2012!

Website

BluesFestivalGuide.com

Reach local and international Blues fans effectively and immediately with an affordable ad on this website. Our website receives approx. 30,000 unique visitors per month, and ranks high on search engines.

Ads start as low as \$85/month

Digital Edition of Magazine

Your marketing message will be seen around the world!

Again in 2012, 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)

Blues Festival e-Guide Weekly electronic newsletter

The Blues Festival e-Guide is emailed to approx. 30,000 opt-in Blues fans and Blues industry professionals each Friday. Your banner ad or promotion in the Blues Festival e-Guide is an affordable, effective and immediate way to reach thousands of Blues fans each week year round.

Annual Magazine

We are confident that you will want to include us in your advertising budget for 2012 – our **10th Anniversary Edition!** 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!

Featured Festival Section

Open to Festivals only, appear by date, no bleeds

Full Page	7.25" x 9"	\$1432
1/2 Page	7.25" x 4.125"	\$746

General Magazine Section

Full Page	7.25" x 9.5"	\$1787
Half Page Horizontal	7.25" x 4.625"	\$899
Half Page Vertical	3.5" x 9.5"	\$899
1/3 Page	2.25" x 9.5"	\$660
1/4 Page	3.5" x 4.625"	\$535
1/6 Page	2.25" x 4.625"	\$370
1/8 Page	3.5" x 2.25"	\$299

COLOR: Add to above price

\$375 for full-1/2 page ads

\$225 for 1/3-1/8 page ads

Call for pricing on special positioning or Glossy pages or go online for complete spec sheets.

Space Reservation: NOW

Ad Submission Deadline: 3/26 • Street Date: 4/23

775-337-8626 • fax 775-201-0208

advertising@BluesFestivalGuide.com • www.BluesFestivalGuide.com

RBA Publishing Inc. • P.O. Box 50635, Reno, NV 89513

BLUES FESTIVAL GUIDE

10TH ANNUAL 2012

Festival Section Festival Ads only

	Full Page 7.25" x 9" • \$1432
	1/2 Page 7.25" x 4.125" • \$746

General Section

	Full Page 7.25" x 9.5" • \$1787
	Half Page Horizontal 7.25" x 4.625" • \$899
	Half Page Vertical 3.5" x 9.5" • \$899
	1/3 Page 2.25" x 9.5" • \$660
	1/4 Page 3.5" x 4.625" • \$535
	1/6 Page 2.25" x 4.625" • \$370
	1/8 Page 3.5" x 2.25" • \$299

Color

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

Design Charges

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

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.

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

Space Reservation: NOW
Ad Submission Deadline: 3/26
Street Date: 4/23

Annual Print Magazine

We are confident that you will want to include us in your advertising budget for 2012. 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 2012, 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)

Attention Festival Promoters: Only \$100 to HIGHLIGHT your Festival in 4 different medias: website, e-Guide, magazine & digital magazine!

Be sure you also consider our Website and our weekly e-Guide to promote your ventures...

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 775-201-0208
advertising@BluesFestivalGuide.com • www.BluesFestivalGuide.com
RBA Publishing Inc. • P.O. Box 50635, Reno, NV 89513



**4 ways
to get noticed
on our website**

**Be sure you also
consider our annual
Print Magazine, our
Digital Magazine
Edition, and our Weekly
e-Guide to promote your
ventures...**

Jukebox

Get your beat out to the world by offering your music on our site to be heard by thousands of fans.

Rate : \$25 per month for three MP3s

Specs: MP3 Clip (Half the song or at least a minute)

Submission: name MP3: "artist_name_song_title.mp3", and email to:

advertising@Bluesfestivalguide.com

Free Listing

Go to www.BluesFestivalGuide.com, then click on "Submit Fest or Band/Business" on left hand menu, fill out your listing info, and get listed and linked.

There is NO Cost ! Absolutely FREE !

Website - BluesFestivalGuide.com

Reach local and international Blues fans effectively and immediately with an affordable ad on this website. Our website receives approx. 30,000 unique visitors per month, and ranks high on search engines. Ads start as low as \$85/month.

Banner Advertising

Your banner ad will run on the right hand side of every page (over 50 pages) on our web site and will be linked to your own web site. Perfect for all kinds of Blues businesses.

Square Banner 125x125px 12KB, .gif/.jpg animation OK \$85 per/mo 3 month min

Double Banner 125x 250px 24KB, .gif/.jpg animation OK \$150 per/mo 3 month min

Triple Banner 125x 375px 36KB, .gif/.jpg animation OK \$185 per/mo 3 month min

Animated .gifs accepted but must meet our size requirements - add additional \$15 to banner rate

Design: there is an additional one-time production fee of \$35 if we create your banner (add \$10 for each additional frame)

Submission: name banner: "your_business_name.gif", and email to: advertising@Bluesfestivalguide.com

Featured Festival

Get your festival noticed with a Featured Festival ad right in the middle of our home page. Ad includes your banner on the top with text info below. And of course your banner is linked directly to your site or Facebook page.

Rate: \$150 per month (1 month minimum).

Animated .gifs accepted but must meet our size requirements - add additional \$15 to banner rate

Specs: include your festival name, date, location, web address, hotline #, top 3 headliners and a graphic banner, which will go below the banner (468w x 60h, 12k max, saved as a .gif or .jpg, animation OK). We do NOT accept Flash banners.

Design: there is an additional one-time production fee of \$35 if we create your banner (add \$10 for each additional frame)

Submission: name banner: "your_festival_name.gif", and email to: advertising@Bluesfestivalguide.com

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 775-201-0208

advertising@BluesFestivalGuide.com • www.BluesFestivalGuide.com

RBA Publishing Inc. • P.O. Box 50635, Reno, NV 89513



Blues Festival e-Guide Rate Card

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.

Customized e-Blasts to 30,000 readers!

We can make a customized newsletter for you and blast it to our 30,000 readers! It is called a Customized e-Blast.

Reach our e-Guide subscribers with your own personalized marketing message. A Customized e-Blast consists of text, logos, videos, links and photos. You can choose what colors and fonts you want to use and proof it before it gets sent or you can make it yourself and supply the HTML code. Your address and email will be seen by the reader. Responses from the reader will go directly to you.

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

30,000 opt-in Blues fans and Blues industry professionals receive the Blues Festival e-Guide each week.

Your banner ad or editorial promotion in the Blues e-Guide is an affordable, effective and immediate way to reach thousands of Blues fans each week and will 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.**

Advertising Options & Rates

Flash not accepted; animated .GIF ok at additional charge

Banner Ads

Square Banner		125x125px	12KB, .gif/.jpg	\$25 per/week	4 weeks min
Double Banner	vertical	125x250px	24KB, .gif/.jpg	\$40 per/week	4 weeks min
Triple Banner	vertical	125x375px	36KB, .gif/.jpg	\$50 per/week	4 weeks min
Billboard Banner	horizontal	468x60px	12KB, .gif/.jpg	\$70 per/week	4 weeks min

Editorial Promotions

Festivals, CDs, DVDs, Tours, Books, Montage

Textual content with images and links, 300 words max in word .doc format and up to 5 .jpeg. images \$85 for one-time announcement

Custom Email Blast

Includes textual content
Links, videos, mp3's & .JPG Image/s
\$290 if customer supplies html
Add \$75 if we design

Design

Banner Graphic Design

\$35 additional one-time production fee
Add \$10 for each additional frame on animated banners

Not a subscriber to the Blues e-Guide yet? It is easy and free...

Go to BluesFestivalGuide.com to sign up today!

775-337-8626 • fax 775-201-0208
advertising@BluesFestivalGuide.com • www.BluesFestivalGuide.com
RBA Publishing Inc. • P.O. Box 50635, Reno, NV 89513