



## 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

<b>Square Banner</b>		125x125px	12KB, .gif/.jpg	\$25 per/week	4 weeks min
<b>Double Banner</b>	vertical	125x250px	24KB, .gif/.jpg	\$40 per/week	4 weeks min
<b>Triple Banner</b>	vertical	125x375px	36KB, .gif/.jpg	\$50 per/week	4 weeks min
<b>Billboard Banner</b>	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**

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