



DIS  
IS DREW  
MCINTOSH  
SPEAKING...

RISE UP  
AGAINST  
BABYLON!

SPREAD  
YOUR MESSAGE  
OF REGGAE  
TO THE WORLD!

# Reggae 16<sup>th</sup> ANNUAL Festival GUIDE 2010

We are confident that you will want to include us in your advertising budget for 2010 – Advertisers get results! This is our annual, not-to-be-missed printed magazine with 100,000 copies distributed for FREE throughout the U.S. and Canada. It is read and re-read by festival promoters, talent buyers, musicians, record executives, radio programmers and fans that treasure and keep their copy throughout the year.

**Digital Edition of Magazine – Your Marketing Message Will Be Seen Around the World!**  
Again in 2010, 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)

## FESTIVAL SECTION

### Festival Ads Only

**Full Page**  
7.25" x 9"  
\$966

**1/2 Page**  
7.25" x 4.125"  
\$599

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

## GENERAL SECTION

**Full Page**  
7.25" x 9.5"  
\$1320

**Half Page Horizontal**  
7.25" x 4.625"  
\$835

**Half Page Vertical**  
3.5" x 9.5"  
\$835

**1/3 Page**  
2.25" x 9.5"  
\$691

**1/4 Page**  
3.5" x 4.625"  
\$568

**1/6 Page**  
2.25" x 4.625"  
\$425

**1/8 Page**  
3.5" x 2.25"  
\$355

## COLOR

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

## HOW TO SUBMIT AN AD 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 placed 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" bleed) 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" margin) 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 available. 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 ad, 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.

• 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@ReggaeFestivalGuide.com](mailto:design@ReggaeFestivalGuide.com)

## DEADLINES

Space Reservation: NOW • Ad Submission: 4/26 • Magazine Street Date: 5/24

**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 #1 RATING WEB SITE – [ReggaeFestivalGuide.com](http://ReggaeFestivalGuide.com), our WEEKLY eGUIDE and our latest addition the iPHONE APP to promote your ventures... call for more info & rate card.

775-337-8344 • fax 775-337-6499  
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