

Dive Into
Your Marketing
Campaign



Reggae Festival

17th ANNUAL

GUIDE 2011

We are confident that you will want to include us in your advertising budget for 2011 – 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 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)

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 must be submitted 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

DEADLINES

Space Reservation: **CALL NOW** • Ad Submission: **April 25** • Magazine Street Date: **May 23**

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, our WEEKLY eGUIDE and our latest addition the **iPHONE APP** to promote your ventures... call for more info & rate cards.

775-337-8344 • fax 775-337-6499
advertising@ReggaeFestivalGuide.com • www.ReggaeFestivalGuide.com
 RBA Publishing Inc. • P.O. Box 50635, Reno, NV 89513