

Dive Into
Your Marketing
Campaign



Reggae Festival GUIDE 2011

17th ANNUAL

Magazine • Website • E-Guide • Digital • iPhone App

Website

ReggaeFestivalGuide.com

Reach local & inter national reggae fans with an affordable ad on our website. Our site receives over 40,000 unique visitors per month and ranks #1 on Google and other top search engines!

Ads start as low as \$75/month

Reggae E-Guide

**35,000+ weekly email
newsletter subscribers**

Our E-Guide is jam-packed with new CDs, band tours, industry news, vital statistics, inspirational pieces, reggae radio airplay charts, reggae trivia and of course, upcoming reggae festivals!

Ads start as low as \$20/week

Reggae Guide for iPhone

**Everything reggae
in the palm of your hand!**

Application available to download from iTunes Reggae Festivals worldwide, daily updates, dozens of new songs to listen to, Reggae news, event and festival press releases, band tours, industry updates and trends, scuttlebutt, more! Over 30,000 worldwide subscribers and growing!

Ads as low as \$15 per week

Annual Magazine

We are confident that you will want to include us in your advertising budget for 2011. Our popular, annual reggae publication has a 100,000 circulation, is free to the reggae community, offers great rates and features entertaining editorial by reggae's top aficionados. Advertisers get results!

Featured Festival Section

Open to Festivals only, appear by date, no bleeds

Full Page.....7.25" x 9"..... \$966
1/2 Page.....7.25" x 4.125"..... \$599

General Magazine 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 to above price..... \$375 for full to 1/2 page ads
.....\$225 for 1/3 to 1/8 page ads

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

Space Reservation Deadline: CALL NOW

Ad Submission Deadline: April 24 • Street Date: May 23

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)

775-337-8344 • fax 775-337-6499

advertising@ReggaeFestivalGuide.com • www.ReggaeFestivalGuide.com

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

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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
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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.

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Reggae ANNUAL Festival Guide

ReggaeFestivalGuide.com

Reach local & international reggae fans with an affordable ad on our website. Our site receives over 40,000 unique visitors per month and ranks #1 on Google and other top search engines!
Ads start as low as \$75/month...

4 WAYS
TO GET NOTICED
ON OUR
WEB SITE

BANNER ADVERTISING

Your banner ad will run on the right hand side of every page on our web site (over 50 pages) and will be linked to your own web site. We will drive traffic to your site and that is where you can do your hard sell.

SQUARE BANNER 125 x 125 pixels 12 KBgif or .jpg animation OK \$75 per/mo 3 month min
DOUBLE BANNER 125 x 250 pixels 24 KBgif or .jpg animation OK \$130 per/mo 3 month min
TRIPLE BANNER 125 x 375 pixels 36 KBgif or .jpg animation OK \$190 per/mo 3 month min

We do NOT accept Macromedia Flash banners.

DESIGN: there is an additional one-time production fee of \$35 if we create your banner.

SUBMISSION: name banner: "your_business_name.gif", and email to: advertising@ReggaeFestivalGuide.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 home page.

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

SPECS: 468w x 60h, 12k max, saved as a .gif or .jpg, animation OK. We do NOT accept Macromedia Flash banners. Also provide this info in text format: festival name, date, venue/location, web address, hotline # and top 3 headliners.

DESIGN: there is an additional one-time production fee of \$35 if we create your banner.

SUBMISSION: name banner: "your_festival_name.gif", and email to your sales rep.

JUKEBOX

Get your beat out to the world by posting your MP3s on our web site to be heard by millions of fans.

RATE: \$25 per month for three MP3s

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

SUBMISSION: name MP3 file: "artist_name_song_title.mp3", and email to: advertising@ReggaeFestivalGuide.com

FREE LISTINGS

Go to www.ReggaeFestivalGuide.com, then click on "Submit Festival" or "Submit Business/Band" on left hand menu, fill out your listing info, and get listed and linked. Attention Festival Promoters: when you post your festival on our website, it will automatically show up on our i-Phone app at no additional charge! There is NO Cost! Absolutely free!

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 EDITION OF THE MAGAZINE**, our **WEEKLY eGUIDE** and our latest addition the **IPHONE APP** to promote your ventures... call for more info & rate cards.

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**Dive Into
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Our FREE weekly electronic newsletter will arrive in your inbox each Friday morning jam-packed with new CDs, band tours, industry news, ital statistics, inspirational pieces, reggae radio airplay charts, reggae trivia and of course, upcoming reggae festivals! Ads start as low as \$20/week...

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

The Reggae E-Guide is emailed to reggae fans and reggae-industry professionals around the globe.

The E-Guide opt-in mailing list is 35,000+ and grows daily. The Reggae E-Guide is affiliated with the popular Reggae Festival Guide print magazine that has an annual circulation of 100,000, and ReggaeFestivalGuide.com website which receives an average of 40,000 unique visitors per month.

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

Customized Newsletter blasts to 35,000+ readers!

We can make a customized E-Guide Blast for you and send it to our 35,000+ readers!

Reach our E-Guide subscribers with your own personalized marketing message. A Customized Eguide Blast consists of text, logos, images, videos and MP3s. 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.

Or save money by providing us the html code - see below.

ADVERTISING OPTIONS & RATES (We do not accept Flash Banners; 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	\$20 per week (4 week min.)
Double Banner Ad	vertical	125x250 pixels	JPG, .GIF	24k	\$35 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	\$50 per week (4 week min.)

PROMOTIONS

Ad Option	Format	Size	File Type	Rate
Fest, CD, DVD, Book, tour	textual content	300 words max &	JPG imagesDOC & .JPG	\$50 for 1 time announcement
Custom Email Blast	textual content	content &	JPG ImagesDOC & .JPGs	\$290 if customer supplies html Add \$75 production if we design

DESIGN

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

Save banner ad .gif or .jpg and email to advertising@ReggaeFestivalGuide.com

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Everything reggae in the palm of your hand!

Reggae Festivals worldwide, daily updates, dozens of new songs to listen to, Reggae news, event and festival press releases, band tours, industry updates and trends, scuttlebutt, more! Ads as low as \$15 per week

Banner Ad

\$50 per week (4 week min)
320x50 pixels (horizontal), 12k max. Animation not allowed. Ads appear at top of screen in rotation.



Free iTunes application

Find and download the app at iTunes
www.itunes.com/apps/ReggaeGuide



What is on the app for you to enjoy?

- Reggae Festivals worldwide, with daily updates
- Jukebox with dozens of new releases
- Reggae news, event and festival press releases, band tours, industry updates and trends, scuttlebutt, more!
- Everything REGGAE in the palm of your hand!
- The format is easy-to-read, entertaining and informative.
- Over 30,000 worldwide subscribers!

CD/Song

\$15 per week (4 week min)
205 x 205 exactly (square), MP3 (8MB max file size), NO Spaces in any filenames. A \$35 production fee will apply if we have to resize/ rename files.



Promotion

\$25 for one-time announcement
Appears in News section, text only, no images or links. Send promotion in word .DOC format, 200 words or less.



Featured Festival Ad

\$150 per month for web, incl. FREE iPhone ad

Contact your sales rep about **WEBSITE ADVERTISING** on ReggaeFestivalGuide.com. Featured Festivals from website will automatically appear on iPhone app at no additional charge.

Be sure to also post your festival in our **FREE FESTIVAL CALENDAR**; go to ReggaeFestivalGuide.com and click on 'Submit Festival'. Calendar listing will appear automatically in Reggae Guide iPhone app and in weekly E-Guide newsletter.

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