

Dive Into  
Your Marketing  
Campaign



# 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 KB ..... .gif or .jpg ..... animation OK ..... \$75 per/mo ..... 3 month min  
**DOUBLE BANNER** ..... 125 x 250 pixels ..... 24 KB ..... .gif or .jpg ..... animation OK ..... \$130 per/mo ..... 3 month min  
**TRIPLE BANNER** ..... 125 x 375 pixels ..... 36 KB ..... .gif 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](http://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.

775-337-8344 • fax 775-337-6499

advertising@ReggaeFestivalGuide.com • [www.ReggaeFestivalGuide.com](http://www.ReggaeFestivalGuide.com)

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