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Annual Print Magazine Rate Card

“ The Blues Festival Guide is the road map to everything blues,” - Bobby Rush

Festival Section Festival Ads only

-  Full Page 7.25" x 9" • \$1432
-  1/2 Page 7.25" x 4.125" • \$746

General Section

-  Full Page 7.25" x 9.5" • \$1787
-  Half Page Horizontal 7.25" x 4.625" • \$899
-  Half Page Vertical 3.5" x 9.5" • \$899
-  1/3 Page 2.25" x 9.5" • \$660
-  1/4 Page 3.5" x 4.625" • \$535
-  1/6 Page 2.25" x 4.625" • \$370
-  1/8 Page 3.5" x 2.25" • \$299

Color

Full page & 1/2 page ads add \$375
 1/8 - 1/3 pages ads add \$225

Include our print magazine in your 2015 marketing budget. This award winning publication is free to the Blues community (100,000 distributed throughout U.S and Canada), and features entertaining and educational editorial by top Blues' aficionado. Advertisers get results.

Digital Edition of Magazine

Drive traffic to your site by purchasing a Digital Magazine Hyperlink!

Again in 2015, 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)

ATTENTION FESTIVAL PROMOTERS:
 Only \$100 to HIGHLIGHT your Festival in 4 different media:
 website, e-Guide, magazine & digital magazine!

Our top-ranking website and our weekly Blues e-Guide newsletter reach thousands and thousands of blues fans and industry professionals. Jump on board anytime, year 'round. Affordable, effective.

Specs for submitting print ad

Design Charges

In-house graphic design services avail.
 Approx 1-3 hrs per ad at \$65/hr.

Acceptable Programs

PDF preferred: Make sure file is saved as hi-resolution CMYK files (300dpi) 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, we will convert them to CMYK. BW ads submit as grayscale.

Illustrator CS 4 or lower: All fonts must be outlined. Placed image(s) must be saved and included with file. Email as as file.

InDesign CS 4 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 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")
 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") This is the

safe area; keep text/info within this size to assure none of your important information is cut off during trimming.

Before Submitting Your Ad

- We print on newsprint, so don't use type below 7pt.
- Name your file the name of your company/ festival

Email your ad to:
 design@BluesFestivalGuide.com

SPACE RESERVATION: NOW

Ad Submission

**DEADLINE: 3/23
STREET DATE: 4/24**

DISCLAIMER: Although we pay close attention to every ad that we receive, we are not responsible if it is sent incomplete or incorrectly.