



775-337-8344 • fax 775-201-0208
advertising@BluesFestivalGuide.com
www.BluesFestivalGuide.com
RBA Publishing inc. P.O. Box 50635, Reno, NV 89513

e-Guide Rate Card

Free, weekly, electronic newsletter

29,000 opt-in Blues fans and Blues industry professionals receive the Blues Festival e-Guide each week.

The Blues Festival e-Guide newsletter opt-in mailing list grows daily. It is affiliated with the popular Blues Festival Guide print magazine which has an annual circulation of 100,000, and **BluesFestivalGuide.com** website which receives thousands of hits per month. The weekly Blues Festival e-Guide is a wonderful resource for those who live, love and enjoy Blues and its vibrant culture.

Your banner ad or editorial promotion in the Blues Festival e-Guide is an affordable, effective and immediate way to reach thousands of Blues fans each week and will complement your print ad in the Blues Festival Guide magazine.

Keep impacting your potential clients with your marketing message to maximize effect. Expect weekly entertaining and informative articles, new CD releases that you can listen to, industry news, band tours, House of Blues Radio Hour, Roots Blues Airplay Charts, and upcoming worldwide Blues Festivals. **Ads start as low as \$25 per week.**

**NOT A SUBSCRIBER TO THE BLUES E-GUIDE YET? IT IS EASY AND FREE...
GO TO BLUESFESTIVALGUIDE.COM TO SIGN UP TODAY!**

Advertising options & Rates

Square Banner		125x125px 12KB, .gif/.jpg	\$25/ per week, 4 weeks min	
Double Banner	vertical	125x 250px 24KB, .gif/.jpg	\$40/ per week, 4 weeks min	
Triple Banner	vertical	125x 375px 36KB, .gif/.jpg	\$50/ per week, 4 weeks min	
Billboard Banner*	horizontal	468x 60px 36KB, .gif/.jpg	\$75/ per week, 4 weeks min	<i>*for Festivals Only</i>

Design: there is an additional one-time production fee of \$35 if we create your banner. Single-frame banners only. No animation.

Editorial Promotions

Press releases, Festival info, Tour dates, Books, etc.

Textual content, 1000 words max in word .doc format and up to 3 .jpeg images and 3 URL links. \$85 for one-time announcement.

New CD Releases

Textual content with one CD cover image and 1 URL link, 500 words max in word .doc format.
Plus 1 song in Mp3 format. \$85 for one-time announcement.

Custom Email Blast

We can make a customized electronic marketing piece for you and blast it to our 29,000 readers called a Custom e-Blast.

A Custom e-Blast consists of text, logos, videos, music, links and photos. Choose what colors and fonts you want to use and proof it before it gets sent, or you can make it yourself and supply the HTML code.

\$290 if customer supplies HTML. Add \$75 if we design.

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