



**Magazine • Website • e-Newsletter Custom e-Blasts
Social Media • PR, Publicity & Graphics Services**

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

**We have a handful of ways to help you market your Blues
band/business/festival through our Media Products:**

- Annual Print Magazine and Digital Version – The Blues Festival Guide – Over 100 pages packed full of blues festivals plus entertaining and educational features by top blues aficionados.
- Top-ranking website: www.BluesFestivalGuide.com – Receives an average of 32,000 unique visitors per month. Festivals, blues news, music and more.
- Weekly, electronic newsletter: Blues Festival e-Guide delivered free each Thursday into the inbox of 30,000 opt-in subscribers (fans plus blues industry professionals) with news, music and new CD releases, and festival updates from around the world.
- Facebook.com/Blues Festival Guide – 200,000 fans... and growing! Get your marketing message out there to FB world. Promote your projects to our Fans.
- Twitter - 11,000 fans following our Bluesy-newsy Twitter posts. As an advertiser, we can tell them about your projects!

**CELEBRATING 16 YEARS AS BLUES
INDUSTRY LEADERS!**

**WE HAVE THE LARGEST BLUES DATABASES
IN THE WORLD AND 6 MEDIA PLATFORMS
TO HELP YOU REACH THEM.**

**Call us today to
brainstorm about
your special project.**



**707-630-3304
advertising@BluesFestivalGuide.com
www.BluesFestivalGuide.com
RBA Publishing & Publicity,
P.O. Box 920, Arcata, CA 95518**



Annual Print Magazine Rate Card

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

- Bobby Rush

Include our print magazine in your 2018 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 aficionados. Advertisers get results.

Digital Edition of Magazine



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

Again in 2018, 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.

*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" - **\$1518**
-  1/2 page - 7.25" x 4.125" - **\$791**

Color

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

General Section

-  Full page - 7.25" x 9.5" - **\$1895**
-  1/2 page - 7.25" x 4.625" - **\$952**
-  1/2 page vertical - 3.5" x 9.5" - **\$952**
-  1/3 page - 2.25" x 9.5" - **\$699**
-  1/4 page - 3.5" x 4.625" - **\$567**
-  1/6 page - 2.25" x 4.625" - **\$392**
-  1/8 page - 3.5" x 2.25" - **\$307**

ATTENTION FESTIVAL PROMOTERS:

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

Specs for submitting print ad

Acceptable Programs

PDF preferred: Make sure file is saved as hi-resolution CMYK files (300dpi) and all fonts are embedded.

Photoshop: Submit file 300 dpi. Save as either .jpg or .tif file formats.

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.

Design Charges

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

Email your ad to:

design@BluesFestivalGuide.com

SPACE RESERVATION: NOW

STREET DATE: 4/21



**ONLINE DIGITAL EDITION
OF ANNUAL PRINT MAGAZINE**
**YOUR AD IN THE PRINT MAGAZINE WILL AUTOMATICALLY
BE INCLUDED IN THE DIGITAL VERSION.**

Reasons to purchase a Digital Magazine HYPERLINK

Your marketing message will be seen worldwide

Customers around the globe can read the ENTIRE magazine ONLINE for free by simply clicking a link.

The Digital edition of Blues Festival Guide magazine will also be available for free on Magzter.com and Issuu.com - two enormous digital newsstands with millions of subscribers.

Readers can click through to your website or Facebook page

Advertisers will benefit from this expanded market and can augment their advertising by purchasing a Digital Magazine Hyperlink (Full page ads - \$75, Half page - \$50, 1/3 & 1/8 page - \$25) so online readers can click through to Advertiser's website!

Lots of fun bells and whistles make this Digital magazine a welcome addition to our media family.

You can email a page or the whole magazine to a friend anywhere in the world with a simple click. Or you can print out your favorite article as a keepsake.

Our digital edition of the Annual Blues Festival Guide magazine is heavily marketed by our PR Department around the globe with press releases, news flashes, calendar listings, banner ad exchange program, outreach to blues DJs and websites for maximum exposure, plus viewers can find the link on our homepage at **bluesfestivalguide.com**.



Website Advertising Rate Card

707-630-3304 • advertising@BluesFestivalGuide.com • www.BluesFestivalGuide.com
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YOUR AD ON OUR SITE WILL DRIVE TRAFFIC TO YOUR SITE

Website - BluesFestivalGuide.com

Reach local and international Blues fans effectively and immediately with an affordable ad on this website. Our website receives approximately 32,000 unique visitors per month, and ranks high on search engines. Google search "Blues Festivals" and see who comes up #1 in organically. Ads start as low as \$89/month.

Banner Advertising

Your banner ad will run on every page (over 260 pages) on our web site and will be linked to your own web site.

Square Banner	125x125px 12KB, .gif/.jpg	\$89 per/month - 3 month min
Double Banner vert.	125x 250px 24KB, .gif/.jpg	\$157 per/month - 3 month min
Double Banner horiz.	250x 125px 36KB, .gif/.jpg	\$183 per/month - 3 month min
Triple Banner	125x 375px 36KB, .gif/.jpg	\$194 per/month - 3 month min
Quadruple Banner	250x 350px 36KB, .gif/.jpg	\$315 per/month - 3 month min

Animated .gifs accepted but must meet our size requirements - add additional \$15 per frame per month to price. We do not accept Flash banner files.

Design: there is an additional one-time production fee of \$35 if we create your banner (add \$10 for each additional frame)

Submission: Name your banner: "your-business-name.gif", and email to: advertising@BluesFestivalGuide.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 site or Facebook page.

Rate: \$150 per month (1 month minimum). Animated .gifs accepted but must meet our size requirements - add additional \$15 per frame per month to price.

Specs: Banner Ad (468w x 60h, 12k max, saved as a .gif or .jpg). We do NOT accept Flash banners. Also supply your festival name, date, venue, web address, hotline, and top 3 headliners. We will place this text below your banner.

Design: there is an additional one-time production fee of \$35 if we create your banner (add \$10 for each additional frame)

Submission: Name your banner: "your-festival-name.gif", and email to: advertising@BluesFestivalGuide.com

Jukebox

Your new Song can be heard by thousands of fans

Rate : \$25 per song for three months

Specs: MP3

Submission: name MP3: "artist-name-song-title.mp3" and email to: advertising@BluesFestivalGuide.com

Free Listing

Go to www.BluesFestivalGuide.com, then click on "Submit Fest or Band/Business" on menu, fill out your listing info, and get listed and linked.

There is NO Cost ! Absolutely FREE !



e-Guide Rate Card

Free, weekly, electronic newsletter

707-630-3304 • advertising@BluesFestivalGuide.com • www.BluesFestivalGuide.com
RBA Publishing & Publicity, P.O. Box 920, Arcata, CA 95518

Readers can stay connected with the blues world by reading weekly entertaining and informative articles, industry news, band tours.

They can listen to new CD releases, review House of Blues Radio Hour features as well as the Roots Blues Airplay Charts, and plan their live music experience using the festival calendar.

Your banner ad or editorial promotion in the e-Guide is an affordable, effective and immediate way to reach thousands of fans each week.

Keep impacting your potential clients with your marketing message to maximize effect.

Ads start as low as \$27 per week.

Advertising options & Rates

Square Banner		125x125px 12KB, .gif/.jpg	\$27/ per week, 4 weeks min
Double Banner	vertical	125x 250px 24KB, .gif/.jpg	\$42/ per week, 4 weeks min
Triple Banner	vertical	125x 375px 36KB, .gif/.jpg	\$53/ per week, 4 weeks min
Billboard Banner*	horizontal	468x 60px 36KB, .gif/.jpg	\$78/ 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 updates, tour dates, books reviews, etc.)

Textual content, 1000 words max in word .doc format and up to 4 .jpeg images and 3 URL links. \$85 for one-time announcement.

New CD/Song Release

Textual content with one CD cover image and 1 URL link, 500-650 words max in word .doc format plus 1 song in Mp3 format. \$85 for one-time announcement.

Custom E-Blast

We'll make a customized electronic marketing piece for you and blast it to our 30,000 readers. 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.



FACEBOOK RATE CARD

Get your marketing message out there to the Blues Facebook world with a posting to over 200,000 Fans that follow our site:

www.facebook.com/BluesFestivalGuide

FACEBOOK ADS

If you would like us to purchase Facebook Ads for you, (geographical, demographical), please talk to your Customer Service Rep. These FB ads can target specific criteria, for example: music fans within 150 miles radius of your festival.

POSTING

Can include poster or other image (jpeg), text (max 200 words), and one link. \$25 per basic posting (additional charges may apply for multiple images and hash tags).

You choose date and time of posting.

PIN POST

\$75 to Pin your post at the top of our Facebook page for 24 hours.

You choose date and time of posting.

Your facebook posting will automatically be tweeted to 11,000 Twitter followers.

**For more info, contact us through FB message,
or info@BluesFestivalGuide.com**



**HIGHLIGHTED FESTIVAL
POSTING. MAKE YOUR
FESTIVAL STAND OUT!**

ORDER A HIGHLIGHTED FESTIVAL LISTING!

It will be highlighted and hyperlinked in 4 different media products: website, e-Guide, print magazine, and digital magazine! Cost: \$100/annual fee

All for only \$100! The very first step starts with you wanting your event to be a big success and to give your sponsors, cause, and bands, BIG EXPOSURE , and to drive ticket sales!

- Step 1.** Post your festival in the festival calendar on our top-ranking website: www.bluesfestivalguide.com; do it today! Easy and free and we get thousands of visitors per month!
- Step 2.** Let us know that you want your festival to be HIGHLIGHTED and we will send you a proposal and invoice.
- Step 3.** Your Festival posting will be highlighted and hyperlinked on www.BluesFestivalGuide.com immediately, and also in the weekly e-Guide newsletter calendar (weekly electronic newsletter with 30,000 subscribers) several weeks before your event date.
- Step 4.** Your Highlighted Festival will then be copied into the back section of the print magazine (annual magazine with 100,000 free circulation throughout U.S. and Canada) in the festival calendar.
- Step 5.** Your Highlighted Festival will then be hyperlinked to your website from our Digital Issue of the magazine for worldwide exposure!