



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