

BLUES FESTIVAL E-GUIDE



e-Guide Rate Card

Free, weekly, electronic newsletter

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 \$25 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.

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