

CABRILLO FESTIVAL

OF CONTEMPORARY MUSIC

Music Director + Conductor **Cristian Măcelaru**

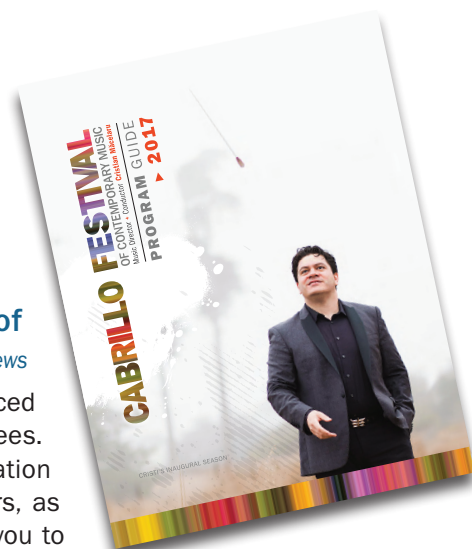
JULY 26 – AUGUST 9, 2020

SANTA CRUZ CIVIC AUDITORIUM

Reach new customers *and* support the arts!

Let your marketing message reach the highly desirable cultural audience of “North America’s most important festival of new orchestral music” –*SJ Mercury News*

The Cabrillo Festival of Contemporary Music’s beautifully designed and professionally produced keepsake Program Guide is provided free to over 10,000 concert and event attendees. Your advertising dollars will have a powerful impact and create an enduring association with this cultural jewel of our community! With a strong foundation of local ticket-buyers, as well as cultural tourists coming to Santa Cruz County, this unique ad placement allows you to boost your business while supporting the arts during the peak summer season and beyond.



REACH 10,000 REGIONAL PATRONS OF THE ARTS AT THESE FESTIVAL EVENTS:

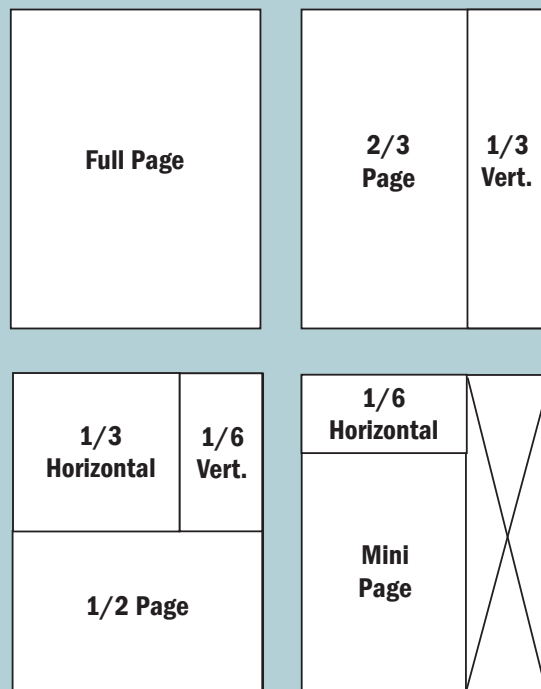
- 4 orchestra concerts
- "Pay-what-you-can" Community Night
- 4 chamber concerts
- 13 free open rehearsals
- Free Family Concert
- And more!

Learn more about Festival programs at cabrillomusic.org.

2020 PROGRAM GUIDE ADVERTISING RATES

AD SIZE	COLOR	BLACK & WHITE
Back Cover (Color)	\$1,700	-
Inside Covers (Color)	\$1,300	-
Full Page	\$1,050	\$945
2/3 Page	\$850	\$775
Mini Page	\$750	\$675
1/2 Page	\$675	\$625
1/3 Page	\$550	\$495
1/6 Page	-	\$295

Color ad spaces are limited in number, and booked on a first-come, first-served basis. All ads are black & white unless confirmed color.
See next page for key dates, terms and specifications.



CONTACT:

Tamara Liu, Program Ad Sales Coordinator

phone: 831.426.6966 fax: 831.426.6968 e-mail: ads@cabrillomusic.org

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2020 PUBLICATION SCHEDULE

RESERVE EARLY FOR BEST PLACEMENT!

JUNE 1 Space Reservation Deadline

JUNE 15 Ad Artwork & Payment DUE

TERMS & CONDITIONS

- **FULL PAYMENT DUE with AD ARTWORK.**
- **TO PAY BY VISA or MASTERCARD:**
Call Tamara Liu, Program Ad Sales Coordinator at 831.426.6966
- **MAKE CHECKS PAYABLE to CABRILLO FESTIVAL, and mail to:**

CABRILLO FESTIVAL OF CONTEMPORARY MUSIC
147 South River Street, Suite 232
Santa Cruz, CA 95060

- Liability of the publisher for errors is limited to the cost of the space occupied by the error.
- Placement requests will be accommodated whenever possible but cannot be guaranteed.

AD PRODUCTION

- **ALL ADVERTISING RATES ARE FOR SPACE ONLY** and require ads in digital form (see specifications). Advertisers in need of ad design and production support, please consult the Festival for referrals.

TECHNICAL GUIDELINES

PRINTING SPECIFICATIONS

- **TRIM SIZE** = 8.5 x 11"
- 133 or 150 line screen
- 4-color outside/inside cover
- B&W inside pages

ARTWORK GUIDELINES

- **REQUIRED FILE FORMAT:** PDF with all fonts outlined
- **B&W ADS** should be in grayscale mode, and contain at least a 1px border, or one will be added at the advertiser's expense.
- **COLOR ADS** are 4 color process and should be saved in CMYK mode (no spot colors, no RGB mode). 1/8" bleeds are accepted. Cover ads require 1/8" bleeds.

AD SUBMISSION

- **All ads must be provided in PDF form** and sent via e-mail to: **ads@cabrillomusic.org**

AD SIZES

(W x H)

Full Page – Cover *	8 ½ x 11"
Full Page	7 ½ x 10"
2/3 Page	4 ½ x 10"
Mini Page	4 ½ x 7 ½"
1/2 Page	7 ½ x 4 7/8"
1/3 Page – Vertical	2 ¾ x 10"
1/3 Page – Horizontal	4 ½ x 4 7/8"
1/6 Page – Vertical †	2 ¾ x 4 7/8"
1/6 Page – Horizontal †	4 ½ x 2 ¼"

* Cover ads are color only and require 1/8" bleeds.

† 1/6 Page ads are black & white only.

CONTACT:

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e-mail: ads@cabrillomusic.org