

CABRILLO FESTIVAL

JULY 30 – AUGUST 12, 2017

SANTA CRUZ CIVIC AUDITORIUM

OF CONTEMPORARY MUSIC
CRISTIAN MĂCELARU MUSIC DIRECTOR & CONDUCTOR



CRISTIAN MĂCELARU
MUSIC DIRECTOR & CONDUCTOR

THE INAUGURAL SEASON!
JULY 30 – AUG 12, 2017

“NORTH AMERICA’S MOST IMPORTANT FESTIVAL OF NEW ORCHESTRAL MUSIC”*

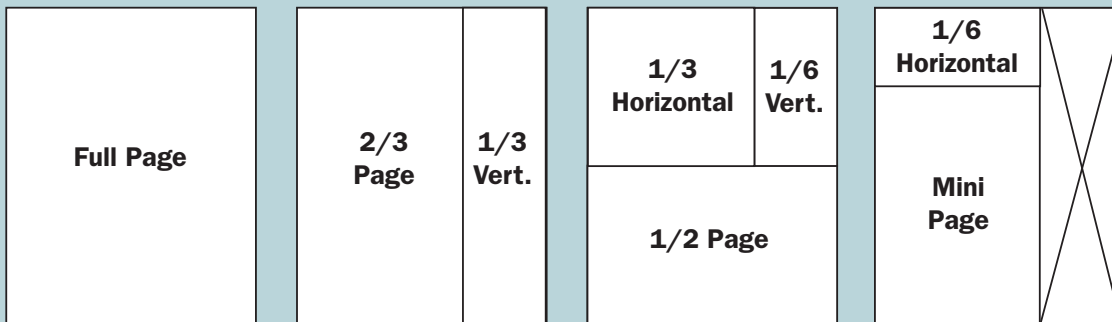
offers your business unprecedented access to a targeted cultural audience. Advertising in the Cabrillo Festival of Contemporary Music’s program guide gets your message directly into the hands of over 5,000 highly educated audience members. Distributed free to all concert goers, our program guides are saved as keepsakes and referred to time and again. 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 spend extended stays in Santa Cruz County, this ad placement allows you to boost your business while supporting the arts during the peak summer season and beyond.

2017 PROGRAM GUIDE ADVERTISING RATES

EARLY BIRD RATES! RESERVE BY MAY 15:		2017 RATES:
Back Cover (Color)	\$1,725	\$1,975
Inside Covers (Color)	\$1,125	\$1,275
Full Page	\$925	\$1,025
2/3 Page	\$775	\$875
Mini Page	\$675	\$775
1/2 Page	\$625	\$725
1/3 Page	\$495	\$550
1/6 Page	\$295	\$325



Ads are black and white unless otherwise noted. Terms, conditions, and specifications are on reverse.



*San Jose Mercury News

phone: 831.426.6966 fax: 831.426.6968
email: ads@cabrillomusic.org



2017 PUBLICATION SCHEDULE

- MAY 15** Early Bird Discount!
- MAY 31** Space Reservation Deadline
- JUNE 15** Ad Artwork & Payment DUE

TERMS & CONDITIONS

- **FULL PAYMENT DUE with AD ARTWORK.**
- **TO PAY BY VISA or MASTERCARD, use space provided on Agreement Form, and fax to 831.426.6968 or email PDF of form to ads@cabrillomusic.org**
- **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.

AD SUBMISSION

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

AD SIZES

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"

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