

CABRILLO FESTIVAL

OF CONTEMPORARY MUSIC

Music Director + Conductor **Cristian Măcelaru**

JULY 30 – AUGUST 13, 2023

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.



2023 PROGRAM GUIDE ADVERTISING RATES

	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.

Full Page	2/3 Page	1/3 Vert.	1/3 Horizontal	1/6 Vert.	1/6 Horizontal	Mini Page
			1/2 Page			

CONTACT:

Program Ad Sales

phone: 831.426.6966 fax: 831.426.6968

e-mail: ads@cabrillomusic.org

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2023 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:**
Email ads@cabrillomusic.org to set up a phone call.
- **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.

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