

# CABRILLO FESTIVAL OF CONTEMPORARY MUSIC

**JULY 29 – AUGUST 11, 2024**

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.

## 2024 PRINT ADVERTISING RATES

Back Cover (Color)	\$2,350
Inside Covers (Color)	\$1,750
Full Page	\$1,250
Mini Page	\$950
1/2 Page	\$825
1/3 Page	\$675
1/6 Page	\$395

**LEGACY AD OPTION:**  
**COMMIT TO 3 YEARS AND HOLD YOUR AD RATE AND SPACE!**

**ALL PRINT ADVERTISERS** receive complimentary addition to our Locals Guide on our directions/visitor info page of our website.

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

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

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

- 4 orchestra concerts
- 4 chamber concerts
- 13 free open rehearsals & more free events

Learn more about Festival programs at [cabrillomusic.org](http://cabrillomusic.org).  
If you're interested in even more exposure, **ask us about Business Sponsorships!**

**CONTACT:** Program Ad Sales | **phone:** 831.426.6966 | **e-mail:** [ads@cabrillomusic.org](mailto:ads@cabrillomusic.org)

### A NEW ADVERTISING OPPORTUNITY FOR 2024

## WEBSITE PLACEMENT

#### WEBSITE MENTION AND LINK: \$175

New music lovers flock to our Festival, united by a deep love for community. Their passion extends beyond the auditorium, embracing the local businesses and organizations that help make the magic happen.

#### Introducing our new Locals Guide!

This dedicated corner on our bustling directions & visitor page celebrates our supportive partners, showcasing the local gems that help support the festival.



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## 2024 PUBLICATION SCHEDULE

RESERVE EARLY FOR BEST PLACEMENT!

**MAY 3** Ad Space Reservation Deadline

**JUNE 3** Ad Artwork DUE

## TERMS & CONDITIONS

- **FULL PAYMENT DUE to CONFIRM AD RESERVATION.**
- **PAY BY CHECK OR PAYPAL.** Invoice will be sent via email.
- 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
- **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](mailto:ads@cabrillomusic.org)



### AD SIZES

(W x H)

Full Page – Cover *	8 ½ x 11"
Full Page	7 ½ x 10"
Mini Page	4 ½ x 7 ½"
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.

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