

# CABRILLO FESTIVAL OF CONTEMPORARY MUSIC

**JULY 27 – AUGUST 10, 2025**

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.

## 2025 PRINT ADVERTISING RATES

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

**LEGACY AD OPTION:**  
commit to 3 years and Hold your ad rate and space!

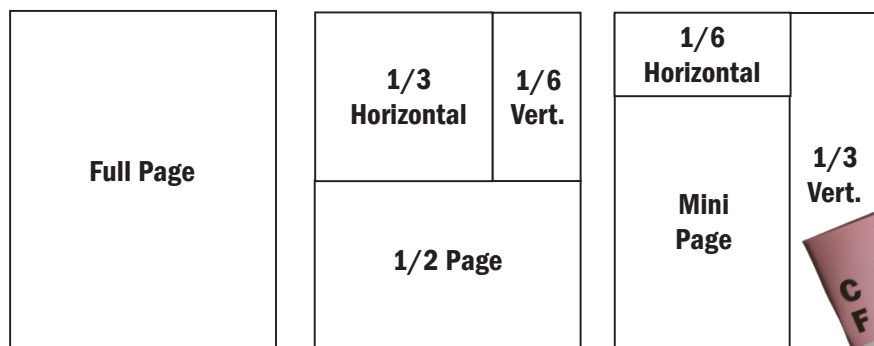
**REACH 12,000 REGIONAL PATRONS OF THE ARTS ONLINE AND AT THESE FESTIVAL EVENTS:**

- 5 orchestra concerts
- 3 chamber concerts
- 13 free open rehearsals
- Free educational opportunities & other community 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!**

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.



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

[cabrillomusic.org/program-book-advertising](http://cabrillomusic.org/program-book-advertising)



# CABRILLO FESTIVAL OF CONTEMPORARY MUSIC

## 2025 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 x 10"
- 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 x 10"
Full Page	7 x 9"
Mini Page	4 7/8 x 6 5/8"
Half Page	7 x 4 7/8"
1/3 Page - Vertical	2 6/8 x 9"
1/3 Page - Horizontal	4 4/8 x 4 1/8"
1/6 Page - Vertical †	2 x 4 4/8"
1/6 Page - Horizontal †	4 1/8 x 2 2/8"

\* Covers (back, inside front and inside back) ads are full-color and require 1/8" bleeds.



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