

# CABRILLO FESTIVAL OF CONTEMPORARY MUSIC

**JULY 26 – AUGUST 9, 2026**

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

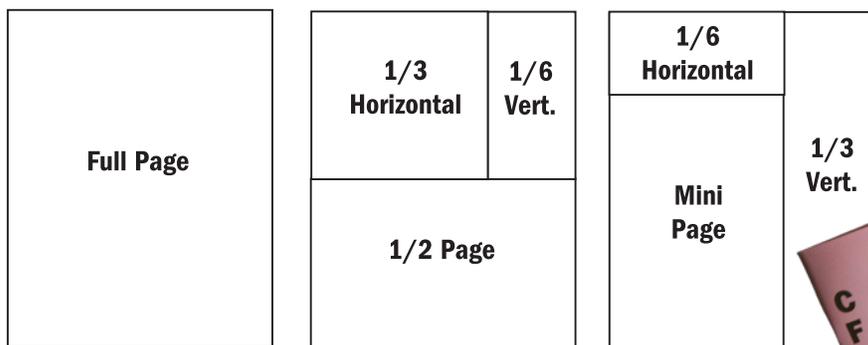
The Cabrillo Festival of Contemporary Music’s beautifully designed and professionally produced keepsake Program Guide is provided free to over 12,000 concert and event attendees. Your advertising dollars will have a powerful impact and create an enduring association with this cultural jewel of our community! 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.

## 2026 PRINT ADVERTISING RATES

Back Cover	\$2,350
Inside Covers	\$1,750
Full Page	\$1,450
Mini Page	\$1,150
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 ads are FULL COLOR! See next page for key dates, terms, and specifications.



**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!**



**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

## 2026 PUBLICATION SCHEDULE RESERVE EARLY FOR BEST PLACEMENT!

**MAY 4** Ad Space Reservation

**JUNE 1** Deadline 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 CMYK

### ARTWORK GUIDELINES

- **REQUIRED FILE FORMAT:** PDF with all fonts outlined
- **ALL 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.



**CONTACT:** Program Ad Sales

**phone:** 831-426-6966

**e-mail:** ads@cabrillomusic.org

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### AD SIZES

(W x H)

Full Page – Cover *	8 x 10"
Full Page	7 x 9"
Mini Page	4 3/8 x 6 5/8"
Half Page	7 x 4 3/8"
1/3 Page – Vertical	2 1/2 x 9"
1/3 Page – Horizontal	4 1/8 x 4 3/8"
1/6 Page – Vertical	2 x 4 4/8"
1/6 Page – Horizontal	4 1/8 x 2 2/8"

\* Cover (back, inside front and inside back) ads require 1/8" bleeds.

### AD SUBMISSION

All ads must be provided as a PDF for print and sent via e-mail to: [ads@cabrillomusic.org](mailto:ads@cabrillomusic.org)