

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:

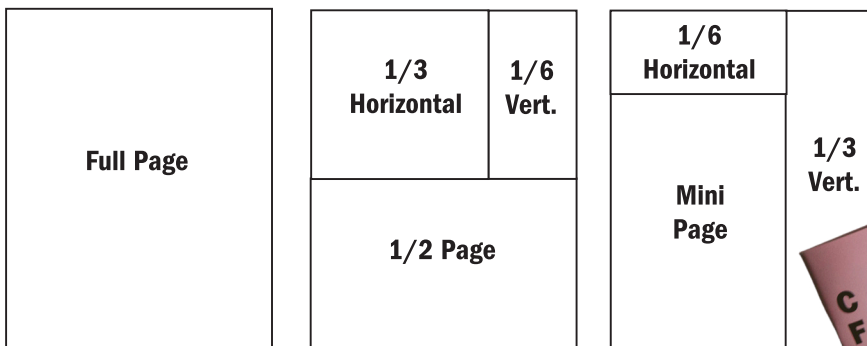
commit to 3 years and Hold your ad rate and space!

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.
If you're interested in even more exposure, ask us about **Business Sponsorships!**

All ads are FULL COLOR! See next page for key dates, terms, and specifications.



CONTACT: Program Ad Sales
phone: 831-426-6966
e-mail: ads@cabrillomusic.org

cabrillomusic.org/program-book-advertising



CABRILLO FESTIVAL OF CONTEMPORARY MUSIC

2026 PUBLICATION SCHEDULE
RESERVE EARLY FOR BEST PLACEMENT!
MAY 11 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.



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AD SIZES

(W x H)

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