

guelph  
**Jazz**  
SEPT. 8-12. 2010



**NUIT BLANCHE**  
SAT. SEPT. 11—EVENTS ALL NIGHT!



**Advertising in the 2010  
Guelph Jazz Festival Program  
RATE CARD**



**advertising contract**

September 8 to 12, 2010

booking and submission deadline **July 9, 2010**

“The Guelph Jazz Festival...is a major player on creative music’s world stage. It simply gets better with each ensuing edition”  
- Frank Rubolino, *Cadence*

This agreement is for the use of advertising space in the 17th Annual Guelph Jazz Festival program. For more information about advertising in the program, contact the Guelph Jazz Festival office: 519.763.4952 or info@guelphjazzfestival.com.

Business \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Telephone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

**AD RATES** For print-ready ads

<b>INSIDE PAGES</b>			
<input type="radio"/> Full Page		\$450	\$ _____
<input type="radio"/> 1/2 Page	<input type="radio"/> Vertical <input type="radio"/> Horizontal	\$250	\$ _____
<input type="radio"/> optional full colour (1/2- and full-page ads only)	half-page	\$ 50	\$ _____
	full-page	\$100	\$ _____
<input type="radio"/> 1/3 Page		\$190	\$ _____
<input type="radio"/> 1/4 Page		\$150	\$ _____
<b>INSIDE FRONT / INSIDE BACK / OUTSIDE BACK COVERS</b>			
<input type="radio"/> Full Page		\$590	\$ _____
<input type="radio"/> Half Page Horizontal		\$320	\$ _____
<input type="radio"/> optional full colour (1/2- and full-page ads only)	half-page	\$ 50	\$ _____
	full-page	\$100	\$ _____

\_\_\_\_\_ Authorizing Signature

\_\_\_\_\_ Date

TOTAL \$

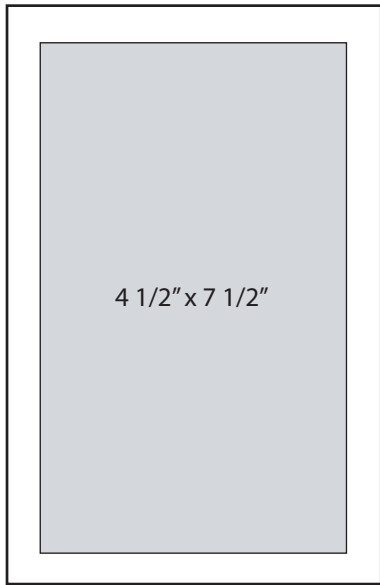
September 8 to 12, 2010

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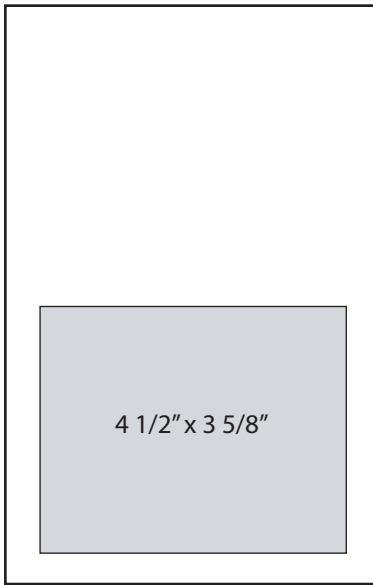
"True to the spirit of adventure"  
- Micke Chamberlain, *Downbeat*

Actual page dimensions are 5.5" x 8.5" as indicated by the exterior line. Ad space is denoted by shaded interior space. Diagrams are to scale at 35% of actual size. All dimensions below are horizontal by vertical. Your ad must conform to these dimensions. If submitting a PDF, it should be created with these dimensions as the PDF page size.

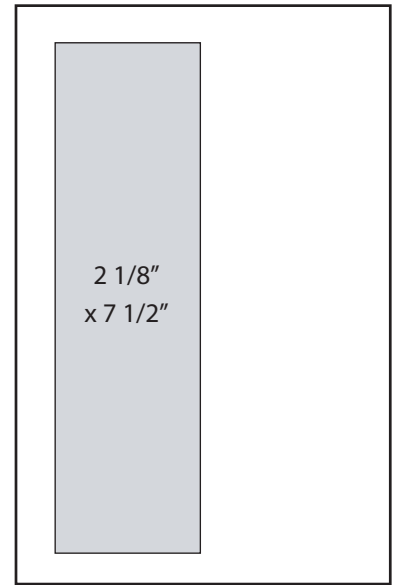
FULL PAGE



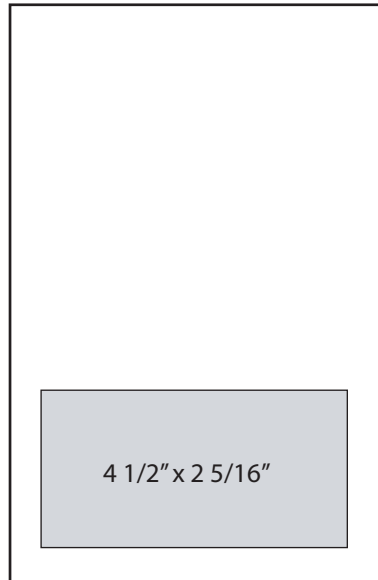
HALF PAGE (horizontal)



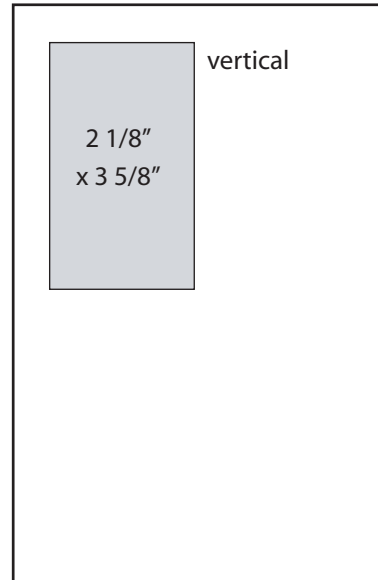
HALF PAGE (vertical)



THIRD PAGE



QUARTER PAGE



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"Amongst the best creative music  
fests in the world"  
- Nilan Perera, *exclaim!*

There are two possible ways to provide an ad for inclusion in our program:

## 1. Digital Files

We request an electronic file in greyscale (no colours).

Acceptable file types are:

- Illustrator EPS  
Note: Within EPS files, please convert all text to outlines.
- Photoshop TIF (document size must equal ad size, in greyscale mode only, at 300 DPI resolution)
- Adobe PDF (document size must equal ad size, save PDF preset at "press" quality or as PDF/X-3:2002)

Please include a hardcopy print of your ad or attach a PDF proof. Also please include contact information for the person who can troubleshoot any difficulties with your ad file.

## 2. Design Service

For a \$75 fee, the Guelph Jazz Festival's design studio can design your ad for the program. You will be responsible for providing a copy of your logo suitable for scanning, as well as the information to appear on your printed ad. The Guelph Jazz Festival will provide you with a proof of the designed ad; you will have an opportunity to make one set of changes to the ad, if necessary. Additional changes will incur additional charges.

If you have any questions about what we require to print your ad as clearly as possible, please contact the Festival office, 519.763.4952 or [info@guelphjazzfestival.com](mailto:info@guelphjazzfestival.com).

**Please email your ad to [info@guelphjazzfestival.com](mailto:info@guelphjazzfestival.com)**