

2015 La Guitarra California Festival

FESTIVAL SOUVENIR PROGRAM AD RATES

Programs are given to each attendee at no charge

PROGRAM SIZE: 5.5 x 8.5
PAGES: 40 to 44 pages
PROGRAMS PRINTED: 1,800

- Full-page Ad Dimensions 5.5 W x 8.5 H*
- Half-page *Horizontal* Ad Dimensions 4.75 W x 3.75 H
- Half-page *Vertical* Ad Dimensions 2.25 W x 7.75 H
- Quarter-page Ad Dimensions 2.25 W x 3.75 H

*Add 1/8 inch bleed to Full-page dimensions



	<u>COLOR</u>	<u>B&W</u>
Full-page	\$400	\$350
Half-page	\$250	\$225
Quarter-page	\$175	n/a

<u>Prime Locations*</u>	<u>COLOR</u>
Back Cover	\$550 (sold)
Inside Front Cover	\$500
Front Facing-Page	\$450 (sold)
Centerfold Page-left	\$450 (sold)
Centerfold Page-right	\$450 (sold)
Back Facing-Page	\$450
Inside Back Cover	\$500

*Add 1/8 inch bleed to Full-page dimensions

Ad Copy Submission Deadline is August 16

Payment by credit card, or check payable to "Cal Poly Arts"

Contact Russ De Angelo, Festival Director: rddeangelo@aol.com (805) 458-3318

