

# ReggaeFest '007 – Bonding With Reggae Roots Advertising Rate Guide

## Interested in Advertising in the Calgary International Reggae Festival Programme Guide?

### Circulation:

The festival will print 30,000 copies of the 32 page, saddle stitched programme. There will be 10,000 distributed in The Calgary Sun and 18,000 in Fast Forward Weekly, 2 weeks prior to the festival. Then another 2,000 will be distributed at various locations throughout Calgary and onsite at all festival events to the public by our volunteer crew at the festival entrance, and throughout the park at the Main Event.

### Demographics:

Like the programming of Board member Leo Cripps' live radio show specializing in Reggae music, ReggaeFest '007 will pride itself on attracting a wide range of people to the event. The Society is striving to bring more awareness throughout the community to Reggae Music. This is a family friendly event.

### Deadlines:

**Ad Bookings – June 29, 2007**

**Camera-ready Artwork – July 6, 2007**



Photo: Brian Charlton

## Reserve Space and Payment

### To Reserve Space Contact:

Tel: (403) 355-5696

Email: [crfinfo@CalgaryReggaeFestival.com](mailto:crfinfo@CalgaryReggaeFestival.com)

### Payment:

All payments are due July 6, 2007 with your camera-ready artwork. Please make all cheques payable to:

Calgary Reggae Festival Society  
Chinook RPO, PO Box 30244  
Calgary, Alberta, T2H 2V9 Canada

**Artwork:** Can be emailed to - [erynn.lyster@cuso.ca](mailto:erynn.lyster@cuso.ca)

### 2007 Colour Rates

Full Page Ad	\$1050
Half Page Ad	\$800
Quarter Page Ad	\$530
Business Card Ad	\$265
Covers – Back and Inside	\$1275

### 2007 Black/White Rates

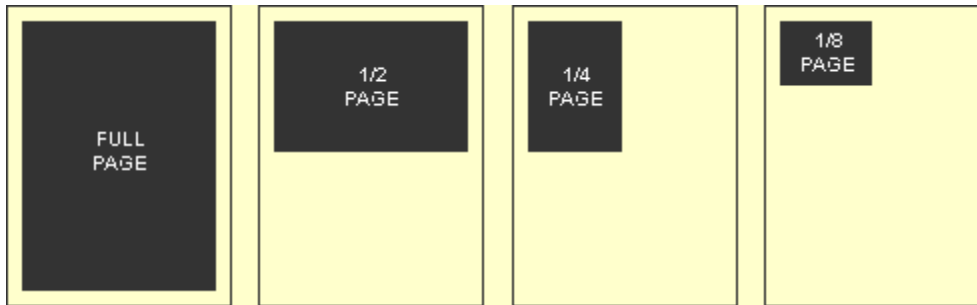
Full Page Ad	\$900
Half Page Ad	\$635
Quarter Page Ad	\$425
Business Card Ad	\$210
Covers – Back and Inside	n/a

**NOTE - All Prices include GST, 2006 Ad Rates in Effect!**

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### Programme Ad Sizes

	Width	x	Height
Trim / Bleeds Size	8"w	x	10.75"h
Full / Cover Page Ad	6.875"w	x	9.5"h
Half Page Ad	6.875"w	x	4.625"h
Quarter Page Ad	3.3125"w	x	4.625"h
Business Card (Eighth Page) Ad	3.3125"w	x	2.1875"h



### Mechanical Requirements:

- All electronic files should be supplied as EPS files with fonts embedded, or a fonts file should be included. Any linked graphics should also be supplied.
- Line Screens at 85 lpi, scans or images at 300 dpi, images are to be saved as CMYK TIFs or Photoshop files. Do not use the LZW Compression Option when saving images. No extra channels in Photoshop files.
- An electronic file is required for ads supplied by the client. A colour key or match print must also accompany the ad. (We will not be responsible for supplied color ads that do not come with a proper color hard copy.)
- Software used: Adobe Illustrator, Adobe Photoshop, Indesign, QuarkXpress or PageMaker.
- Charges will be billed to clients if files are not supplied in the formats listed above.
- For bleed ads (full and half page ads only) build your document to the trim size and extend images 1/4" beyond the document on all sides. Live images and type must be a minimum of 1/8" inside the trim size measurements.
- Ads can be accepted on a CD or a DVD disk or emailed to: [erynn.lyster@cuso.ca](mailto:erynn.lyster@cuso.ca)
- The programme is 8" X 10 3/4" and will be printed on a higher quality newsprint paper stock called "ElectraBrite". Black ink is used throughout, with full color on 16 of the 32 pages. The cover will be full color.

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## 2007 Online (Web Site) Banner Advertising

Through our web site the Calgary International Reggae Festival is becoming truly international. Inquiries and interest have come from all across the globe. Artistes from Africa, Europe, SE Asia, South America and North America have all shown an interest in performing at the Festival. Our web site allows everyone 24 hour access to all our important Festival news. Our mission is to educate the greater community about Reggae music with a focus on Canadian talent. Online banners will allow advertisers greater exposure to everyone interested in Reggae music and culture.

### Banner Ad Specifications

**Size:** 400w x 80h pixels or (5.556 x 1.111 inches at 72 pixels per inch)

**File size:** recommended file size is 20kb to 30kb

**Hyperlink:** supply us with a web site address or email address you want the clicker directed to.

Ad Size	Placement	Per Month	Per 6 Months	Per Year
400 x 80 pixels	Home Page + all other pages of CalgaryReggae Festival.com	\$50	\$250	\$500*

**Banner ad size:  
400 pixels x 80 pixels**

- Your banner ad will be displayed on the home page, plus all other pages of CalgaryReggaeFestival.com for premium exposure, and at a low cost.
- Banners are rotated with other banners on all pages to keep them fresh for visitors. We find this increases response by keeping visitors interested in what banner will display next.
- \* With purchase of a year package you can submit up to 6 different banner ad designs all rotating or we will post a different banner design every 2 months.

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