

Summer Fests Advertising Collaborative

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Two of California's most acclaimed summer festivals have come together to offer your business unprecedented access to a targeted, cultural audience. Shakespeare Santa Cruz and Cabrillo Festival of Contemporary Music's program books get your message directly into the hands of a highly educated audience, numbering more than 30,000 jointly*. Distributed free to all concert and theatre goers, these program books are saved as keepsakes and referred to time and again. Your advertising dollars will have a powerful impact and create an enduring association with these cultural jewels of our community. With a strong foundation of local ticket-buyers, as well as cultural tourists coming to spend extended stays in Santa Cruz County, the Summer Fests Advertising Collaborative allows you to boost your business while supporting the arts during the peak summer season and beyond.

*Shakespeare Santa Cruz and Cabrillo Festival's audiences number 25,000 and 5,000, respectively.



CABRILLO FESTIVAL OF CONTEMPORARY MUSIC

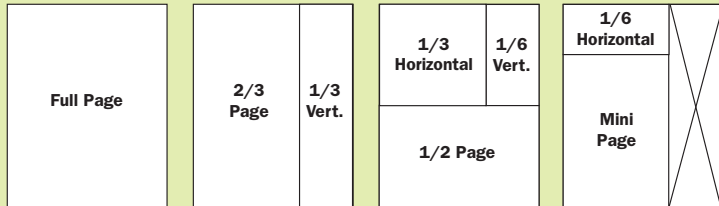
JULY 28 - AUGUST 11, 2013

AD SIZES AND RATES

BW unless otherwise noted

Full Page	7 1/2 x 10"
2/3 Page	4 1/2 x 10"
Mini Page	4 1/2 x 7 1/2"
1/2 Page	7 1/2 x 4 7/8"
1/3 Pg. - Vert.	2 3/4 x 10"
1/3 Pg. - Horiz.	4 1/2 x 4 7/8"
1/6 Pg. - Vert.	2 3/4 x 4 7/8"
1/6 Pg. - Horiz.	4 1/2 x 2 1/4"

Back Cover (4C)	\$1,725
Inside Cover (4C)	\$1,295
Full Page	\$925
2/3 Page	\$775
Mini Page	\$675
1/2 Page	\$625
1/3 Page	\$495
1/6 Page	\$295



shakespeare Santa Cruz

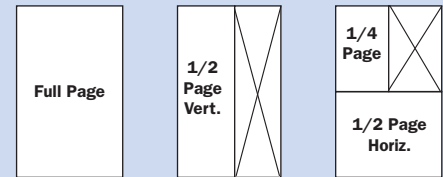
JULY 23 - SEPTEMBER 1, 2013

AD SIZES AND RATES

4C unless otherwise noted

Full Page	4 1/2 x 7 1/8"
1/2 Page - Vert.	2 3/16 x 7 1/8"
1/2 Pg. - Horiz.	4 1/2 x 3 1/2"
1/4 Page	2 3/16 x 3 1/2"

Back Cover	\$1,500
Inside Cover	\$1,125
Full Page	\$850
1/2 Page	\$550
1/4 Page	\$275



PUBLICATION SCHEDULE Space Reservation Deadline **MAY 24, 2013**
Ad & Payment Deadline **JUNE 7, 2013**

TERMS & CONDITIONS

- **TOTAL PAYMENT DUE** on date of Ad Deadline for each publication.
- **Make checks payable to each respective organization, as per your advertising contract. Deliver checks to:**

CABRILLO FESTIVAL OF CONTEMPORARY MUSIC
147 S. River Street, Ste. 232
Santa Cruz, CA 95060

SHAKESPEARE SANTA CRUZ
UCSC Theatre Arts Center
1156 High Street
Santa Cruz, CA 95064

- No space cancellation will be accepted after the Space Reservation Deadline.
- Liability of the publisher for errors is limited to the cost of the space occupied by the error.
- Reasonable 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 specs). Advertisers in need of ad design and production, please consult Summer Fest's Sales Director for referrals.

AD SPECIFICATIONS

AD SUBMISSION

- All ads must be provided in digital form and sent via e-mail to: ads@cabrillomusic.org and/or ads@shakespearesantacruz.org

PRINTING SPECIFICATIONS

- **Trim size** = 8.5 x 11" (CFCM) | 5.5 x 8.5" (SSC)
- 133 or 150 line screen
- 4-color outside/inside cover
- 4-color/B&W inside pages, as specified in agreement

ARTWORK GUIDELINES

- **Preferred file format: PDF with all fonts outlined**
- **Acceptable software applications:** InDesign CS3, Photoshop 6, Illustrator 8 - or higher versions of these programs.
- **Native files** must include all fonts & resources packaged into a ZIP file.
- **B&W** ads should be in grayscale mode, and contain at least a 1px border, or one will be added at the advertiser's expense.
- **Color** ads are 4 color process and should be saved in CMYK mode (no spot colors, no RGB mode). 1/8" bleeds are accepted.