

**PROGRAM DISPLAY ADVERTISING RATE CARD**  
**2009 KERRVILLE MUSIC FESTIVALS**

**PUBLICATION PROFILE**

Founded in 1972 by Rod Kennedy, the Kerrville Folk Festival is North America's longest continuously running music festival of its kind. Up to 40,000 people visit this revered songwriters gathering each year. Your ad will appear in the official programs for both the 2009, 38<sup>th</sup> Annual Kerrville Folk Festival and 2009, 18<sup>th</sup> Annual Kerrville Wine & Music Festival. Over 20,000 FREE programs are given out to our guests during the festivals.

**ADVERTISING RATES AND DISPLAY AD SIZES (Black & White)**

*Width (W) x Height (H) measured in inches / Layout diagram on the reverse side*

Full Page	\$1200.00	7-1/4 W x 10 H
Full Page bleed	\$1200.00	8-3/4 W x 11-1/4 H
Half Page (vertical)	\$800.00	3-5/8 W x 10 H
Half Page (horiz)	\$800.00	7-1/4 W x 5 H
Quarter Page (vertical)	\$500.00	3-5/8 W x 5 H
Quarter Page (horiz)	\$500.00	7-1/4 W x 2-1/2 H
Quarter Page (center spread)	\$750.00	7-1/4 W x 2-1/2 H
Eighth Page (business card)	\$300.00	3-5/8 W x 2-1/2 H

Qualified non-profit organizations may receive a 25% discount on the above rates.

All advertising will appear "Run of the Book". For special placement or preferred position, add 10% (full page only). FULL PAYMENT REQUIRED WITH COPY UNLESS OTHER ARRANGEMENTS CONFIRMED.

**SPECIFICATIONS & MECHANICAL REQUIREMENTS**

**NEGATIVES/PAPER ADS** – Black & White camera-ready ads should use 100 line Velox or 120 line for negative. Negatives should be emulsion side down, right read. Output any hard-copy materials at a minimum resolution of 1200 dpi from a laser printer or imagesetter (ink jet is not acceptable for print production)

**ELECTRONIC FORMATS** – Ads can be submitted as **.eps** (with all supported files and graphics), **.pdf**, **.tif**, or high-res **.jpg** files. Allow for 25 – 30% dot gain on halftone images or line art. A minimum of 300 ppi for photos and 600 ppi for line art is requested. Any ads containing grayscale images or photos should be submitted digitally. Please include a hard copy for visualization and print verification purposes. If you wish to submit your ad in its native format, please call for program compatibility.

For best results, send **.eps** and **.pdf** files via postal mail. E-mailed files should be **.tif** or high-res **.jpg**.

**CLOSING DATES**

Space reservations must be made by April 15 – Materials and full payment must be received by April 22. Publisher reserves the right to reject, exclude or request alterations on any advertisement for any reason.

**RETURN MATERIALS**

If no return instructions are received with the order, materials will be destroyed six months after publication date.

**CONTACT INFORMATION**

All advertising copy / questions should be addressed to:

ADVERTISING COORDINATOR  
 Kerrville Folk Festival  
 PO Box 291466  
 Kerrville, TX 78029

Phone: (830) 257-3600  
 Fax: (830) 257-8680  
 E-mail: cheyanne@kerrville-music.com  
 URL: www.kerrvillefolkfestival.com