

# 74 OJAI MUSIC FESTIVAL 0611-142020

CHAD SMITH artistic director | MATTHIAS PINTSCHER music director



## 2020 PROGRAM BOOK AD RATES & SPECS

### AD RATES

	OJAI CHAMBER OF COMMERCE MEMBERS	LOCAL (in Ojai)	STANDARD
Full Page Full Color, Back Cover	\$ 2,000	\$ 2,000	\$ 2,000
Full Page Full Color, Front and Back Inside Covers	\$ 1,700	\$ 1,700	\$ 1,700
Full Page Full Color, Premium Placement	\$ 1,000	\$ 1,000	\$ 1,000
Full Page Black & White	\$ 550	\$ 670	\$ 800
1/2 Page Black & White	\$ 425	\$ 490	\$ 550
1/4 Page Black & White	\$ 285	\$ 315	\$ 340
1/6 Page Black & White	\$ 210	\$ 230	\$ 250

**DEADLINES** Reserve Ad Space By: March 29, 2020 | Ad Materials Due By: April 15, 2020

### AD SIZES



<b>Full Page</b> Full Color Bleed • Back Cover • Front Inside Cover • Back Inside Cover	<b>Full Page</b> Black & White or Full Color	<b>1/2 Page</b> Horizontal Black & White	<b>1/2 Page</b> Vertical Black & White	<b>1/4 Page</b> Black & White	<b>1/6 Page</b> Horizontal Black & White	<b>1/6 Page</b> Vertical Black & White
---	---	--	--	----------------------------------	--	--

### SPECIFICATIONS

	AD DIMENSIONS	AD DIMENSIONS WITH BLEED*	TRIM (book dimensions)
Full Page Full Color (Back Cover, Front and Back Inside Covers)	8.25" w x 7.75" t	10" w x 9.25" t	9.5" w x 8.75" t
Full Page Black & White or Color	8" w x 7.5" t	not available	
1/2 Page Horizontal, Black & White	8" w x 3.625" t	not available	
1/2 Page Vertical, Black & White	3.875" w x 7.5" t	not available	
1/4 Page Black & White	3.875" w x 3.625" t	not available	
1/6 Page Horizontal, Black & White	3.625" w x 2.25" t	not available	
1/6 Page Vertical, Black & White	2.25" w x 3.625" t	not available	

**\*NOTE ABOUT BLEED:**  
Please include .25 bleed on all sides with crop marks. Convert all colors to CMYK. Keep important ad content such as text and logos at least .5" from the trim above.

### DIGITAL AD MATERIALS

Digital files are preferred. Acceptable file formats:

- PDF (PDFX1a)
  - TIFF
  - EPS
- If your ad materials are unacceptable, we will contact you to provide assistance.

### DELIVERY OF AD MATERIALS

If your digital file is less than 10MB, you may email materials to:  
**ggutierrez@ojaifestival.org**

Mail your materials to:  
**Ojai Festivals**  
**Attn: Program Book**  
**PO Box 185, Ojai, CA 93024**

For questions, please call Gina Gutierrez at 805 646 2094 ext. 104 or email **ggutierrez@ojaifestival.org**.