



2016 Program Book Advertising Rate Sheet

RATES

	Ad Rate	10% Prepay Discount Rate*
<input type="checkbox"/> 1/4 Page Ad	\$650	\$585
<input type="checkbox"/> 1/2 Page Ad	\$1,200	\$1,080
<input type="checkbox"/> Vertical		
<input type="checkbox"/> Horizontal		
<input type="checkbox"/> Full Page Ad	\$2,300	\$2,070
Specialty Ads		
<input type="checkbox"/> Inside Cover	\$2,600	\$2,340
<input type="checkbox"/> Right Inside Front	\$2,600	\$2,340
<input type="checkbox"/> Back Cover	\$3,800	\$3,420
<input type="checkbox"/> Two-page Spread	\$4,200	\$3,780

Payment Deadline:

*10% ad rate discount: **March 15, 2016**

All payments due: **June 1, 2016**

Ad Submission Deadline:

Ad deadline: **May 16, 2016**

Ads must be sent to: **Strategic Design & Advertising**

Mailing: P.O. Box 882709
Steamboat Springs, CO 80488

Physical: 155 Anglers Drive
Steamboat Springs, CO 80487

Phone: 970-879-3636

Email: lisa@sdasteamboat.com

OFFICE USE ONLY

Date received

ADVERTISER INFORMATION

Contact name _____

Business _____

Phone _____

Fax _____

Mailing address _____

City/State/ZIP _____

E-mail address _____

I agree to all ad and payment submission deadlines. I understand if ad and/or payment is not received by the deadline date, Strings reserves the right to remove the ad from the publication.

Signature _____

Please check one:

My design firm will forward my ad to Strategic Design & Advertising (SDA)

Ask SDA to call me to discuss ad design and design rates

Pick-up my ad from the _____(year) program - **no changes**

Pick-up my ad from the _____(year) program - **with changes**
SDA will contact you regarding the changes.

Payment: Check or Credit Card

Credit card: AMEX VISA MC

Credit card #: _____

Expiration date: _____ Security Code: _____

Mail checks payable to: Strings Music Festival
P.O. Box 774627
Steamboat Springs, CO 80477

Fax to: 970-879-7460

E-mail, fax or mail this form along with your check or credit card information.

Cristin Frey, Marketing Director
cristin@stringsmusicfestival.com
Phone: 970-879-5056 ext. 104

2016 Program Book Advertising Specifications Sheet

ADVERTISEMENT SIZES

	WIDTH	X	HEIGHT
Publication Trim Size (perfect bound, full-color)	8.375"	x	10.875"

Full Page Ads (including covers):

Trim Size	8.375"	x	10.875"
Live Area	7.25"	x	10"
Bleed Size	8.875"	x	11.375"

Fractional Size Color Ads:

1/2 Page - Horizontal	7.25"	x	4.875"
1/2 Page - Vertical	3.5"	x	10"
1/4 Page - Vertical ONLY	3.5"	x	4.875"

All ad materials must be supplied digitally. See specifications below. Please send all artwork to SDA.

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Steamboat Springs, CO 80488

Physical: 155 Anglers Drive
Steamboat Springs, CO 80487

Phone: 970-879-3636

Email: lisa@sdateamboat.com

Deadlines

Digital Files	May 1, 2016
Materials for SDA to design ad	April 12, 2016

SDA SERVICES OFFERED

Strategic Design & Advertising can provide design and production services. Following is an estimate of production charges; an exact price quote will be determined when we meet with an advertiser to discuss layout and available materials.

Estimated costs below DO NOT INCLUDE:

Logo design, photography, illustration, photo manipulation, copywriting, phone or shipping charges.

Color Ads (includes layout and design, one color proof):

Double Page Spread	\$800.00
Full Page or Cover	\$500.00
1/2 Page	\$350.00
1/4 Page	\$300.00

Digital Preparation Fees:

Opening, outputting, proofing	\$25.00 minimum
Opening, manipulating, outputting	\$45.00 minimum
Searching for missing materials	\$45.00 minimum

Changes to existing ads will be estimated separately by SDA to the advertiser. Other charges may be incurred after the file is reviewed.

Payment:

Invoices will be generated by Strategic Design & Advertising, LLC for design/production services rendered. (Space reservation costs are billed and collected by Strings Music Festival.) The total SDA invoice amount is due on the date the ad is approved by advertiser. Artwork, photos, etc. will be returned to advertiser upon payment. In the event that payment is not received when ad is approved, SDA reserves the right to withhold the ad from program production.

DIGITAL FILE SUBMISSION GUIDELINES

All ad submissions will be sent to SDA.

Design, prepress, and printing services are entirely Macintosh platform. All digital files must be accompanied by a color-correct proof. If a color correct proof is not accompanied with the ad, SDA will not be held responsible for accurate color reproduction in the final printed program. All colors must be in CMYK, with solid black areas not to exceed 50c 40m 0y 100k. Text smaller than 8 point should not be reversed, and text smaller than 8 point should not be 4-color. Charges may apply for opening, manipulating, and outputting the files if they are not sent properly.

Accepted formats: Adobe PDF files are accepted and preferred in high-resolution format and must be accompanied by a color proof. Also accepted: high-resolution jpeg and tiff. Digital submissions are accepted by email or FTP upload. If you are planning to e-mail an ad or upload to our ftp, please contact SDA first for instructions at 970-879-3636 or email lisa@sdateamboat.com.