

2010 ADVERTISING RATES
Great Places and Events
EC PUBLISHING, LLC

publishers of
**Carolina Festivals, Virginia Festivals
and Virginia Field Trips Guide**

EC Publishing, LLC newspapers — Carolina Festivals and Virginia Festivals newspapers are published quarterly as tabloid format newspapers and are complete guides to festivals, fairs, tours, pilgrimages, arts and crafts shows, rodeos and rendezvous, historical reenactments, pow-wows, auto, boat and RV shows, antique fairs and expositions — both annual and ongoing in their respective states.

Featuring an extensive calendar and locator guide, as well as regular features and articles on places and events to visit as well as things to do, Festival Newspapers are handy and popular resources for tourists, travelers, shoppers, artisans, craftsmen, vendors, musicians and concessionaires.

Kentucky Festivals & Events and Tennessee Festivals & Events newspapers are also available

Carolina Festivals and Virginia Festivals are distributed statewide through paid subscriptions, newsstand sales and through a Complimentary Distribution Program.

DISTRIBUTION POINTS INCLUDE:

- * Subscribers
- State, Regional & Local Welcome Centers
- Newcomer Organizations
- Festival Sites
- Hotels, Motels & Inns
- Bookstores
- Convention and Visitor Bureaus
- Selected Restaurants & Tourist Stops
- Chambers of Commerce

*Get your story
to the people who
want to know!*

FREE CALENDAR LISTING FOR YOUR EVENT

EC Publishing, LLC provides a free listing by date for all festivals, fairs, special events and places in North Carolina, South Carolina, Virginia, Tennessee and Kentucky. To be listed, call EC Publishing, LLC, (800) 357-0121, or email us at info@festivalnews.info

*Your Guide to
Great Places and Events*



PO Box 845 • Abingdon, Virginia 24212

EC Publishing, LLC
*Festival Newspapers
and Virginia Field Trips Guide*



**2010
ADVERTISING
RATES**

4 EDITIONS:
Carolina Festivals
Virginia Festivals
Kentucky Festivals & Events
Tennessee Festivals & Events

Bus: (800) 357-0121
Fax: (276) 739-0015
email: info@festivalnews.info
www.festivalnews.info

Effective January 2010

FESTIVAL NEWS PAPERS
Great Places & Events
EC Publishing, LLC

2010 ADVERTISING RATES

Ad Size	1x	2x	4x	Full Color
1/16 page	\$ 88.50	\$ 82.50	\$ 77.00	\$120.00
1/12 page	120.00	110.50	99.50	145.00
1/8 page	168.50	159.50	148.50	195.00
1/6 page	220.00	210.00	202.50	245.00
1/4 page	315.50	295.50	280.50	355.00
1/3 page	415.50	388.25	363.75	465.00
1/2 page	630.50	597.50	572.50	715.00
2/3 page	820.50	775.00	722.50	920.50
Full page	1133.75	1070.50	998.75	1265.00

Rates are per insertion.

Full Color ad multiple insertion discount: 2X - 5%, 3X - 10%, 4X (1 yr) 15%

Back Page (full)	1345.00
Centerfold Map Page Sponsor	895.00
Map/Calendar	35.00

All advertisers are placed on the appropriate Centerfold Map and highlighted in the calendar.

Display ads may be any size desired in keeping with the mechanical restrictions.

Rates are for display space rental only, based upon camera ready copy. Multiple insertion discounts apply to ads of the same size throughout the contract period. If for any reason an ad is canceled prior to completion of the contract period, advertiser will be billed for discounts taken but not earned.

TERMS: DUE UPON RECEIPT

Invoice is sent as confirmation of insertion order, subject to credit verification. Payment is due upon receipt.

AGENCY

All prices shown are net. No commission paid on accounts remaining unpaid after 30 days from invoice date. No commission paid on multiple-issue ad specials.

Ads may be submitted via email to:
adcopy@festivalnews.info

MECHANICAL REQUIREMENTS

EC Publishing, LLC will, at the advertiser's request, produce the ad. This service includes, but is not limited to, halftones, typesetting and layout design. All production work will be billed to the advertiser at cost. Cost estimation on request. Your ad can be any size desired so long as it meets the following column width and height restrictions:

Maximum depth:	12"
Maximum width:	10.25"
1 column width:	1.95"
2 column width:	3.95"
3 column width:	6"
4 column width:	8.125"
5 column width:	10.25"

AD DIMENSIONS

Full page	10.25" x 12"
2/3 page	8.125" x 10"
1/2 page (horizontal)	10.25" x 6"
1/2 page (vertical)	5" x 12"
1/3 page (horizontal)	10.25" x 4"
1/3 page (vertical)	3.95" x 10"
1/4 page (horizontal)	6" x 5"
1/4 page (vertical)	3.95" x 7.5"
1/6 page (horizontal)	6" x 3.375"
1/6 page (vertical)	3.95" x 5"
1/8 page (horizontal)	3.95" x 3.75"
1/8 page (vertical)	1.95" x 7.5"
1/12 page (horizontal)	3.95" x 2.5"
1/12 page (vertical)	1.95" x 5"
1/16 page (horizontal)	3.95" x 1.875"
1/16 page (vertical)	1.95" x 3.75"

PROOFS

Ad proofs are provided prior to publication at specified email address or fax number.

DIGITAL SPECIFICATIONS

Whenever possible, we prefer to receive your advertisement as an Adobe Acrobat PDF file. PDFs must have fonts embedded, and all graphics within the original layout must be in either grayscale or CMYK color mode. Tiff or jpg files are also acceptable (min. 200 DPI). FTP site available.

PHOTO IMAGES

Glossy b/w prints or negatives are acceptable, but any slick print may be used. Negatives screen: 65 to 106 line accepted, 85 line preferred. Reproduction quality of any prescreened image or any negative not meeting specifications cannot be guaranteed. Photos will be returned if accompanied by self-addressed stamped envelope.

CLASSIFIED ADS

\$2.00 per word, minimum 20 words. Same ad running 3-6 consecutive issues: \$1.25 per word per issue. All classified ads must be prepaid at time of order. Amex, Discover, Master Card, Visa accepted. All newspaper classifieds appear on our website as well.

PUBLISHING SCHEDULE 2010

NEW—beginning 2010, festival newspapers will be published quarterly (see dates below) rather than every two months as we have previously.

Issue	Closing Date	Mailing Date
Jan/Feb/Mar 2010	Nov 30	Dec 22
Apr/May/June 2010	Feb 28	Mar 22
July/Aug/Sep 2010	May 31	Jun 23
Oct/Nov/Dec 2010	Aug 31	Sep 24
Jan/Feb/Mar 2011	Nov 30	Dec 22

FEATURED EVENT ON FESTIVAL WEBSITE

www.festivalnews.info

Active marketing via eNewsletter to four groups: media in SE and East Coast, tourism professionals/event planners, attendees and, if desired, to thousands of top artisans and vendors who have signed up to receive information about your event.

Featured Event - Featured Town/Attraction - Featured Business	
4 month: \$160.00	8 month: \$275.00
6 month: \$220.00	12 month: \$380.00

OTHER SERVICES

Inserts — \$125 per thousand
Graphic design services available. Call for a quote.