

**2008 ADVERTISING RATES**

Minimum display ad size — 4 column inches

Ad insertions within 12 Month Period	<b>1x</b>	<b>3x</b>	<b>6x</b>
1XRate per Column Inch	\$17.50	16.50	14.50

Based upon the above rates, the following are space rental costs for popular-sized ads:

<b>Size</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>
4 col. inch	\$ 80.00	\$ 75.00	\$ 70.00
5 col. inch	93.00	85.00	80.00
6 col. inch	110.00	99.50	92.50
1/8 page	157.50	148.50	137.50
1/6 page	210.00	198.00	185.50
1/4 page	297.50	280.50	265.50
1/3 page	398.50	371.25	348.75
1/2 page	612.50	577.50	522.50
2/3 page	798.50	759.00	697.50
Full page	1093.75	1045.50	978.75

Front Page (1/2 fold)	1395.50
Back Page (full)	1195.50
Centerfold Map Page Sponsor	895.00
Color ads	25% premium
Map/Calendar	30.00

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, and are billed per column inch displaced. To determine ad size, multiply number of columns wide by ad height in inches.

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. Standard agency commission of 15% is paid on advertising rates shown. No commission paid on accounts remaining unpaid after 30 days from invoice date. No commission paid on multiple-issue ad specials.

**MECHANICAL REQUIREMENTS**

EC Publishing, Inc. 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:	12.50"
Maximum width:	10"
1 column width:	2"
2 column width:	4"
3 column width:	6"
4 column width:	8"
5 column width:	10"

**AD DIMENSIONS**

Front page quarter fold	10" x 6.5"
Full page	10" x 12.5"
2/3 page	8" x 11.5"
1/2 page (horizontal)	10" x 7"
1/2 page (vertical)	6" x 11.5"
1/3 page (horizontal)	10" x 4.5"
1/3 page (vertical)	4" x 11.5"
1/4 page (horizontal)	6" x 6"
1/4 page (vertical)	4" x 8.5"
1/6 page (horizontal)	6" x 4"
1/6 page (vertical)	4" x 6"
1/8 page (horizontal)	4" x 4.5"
1/8 page (vertical)	2" x 8.5"
6" ad	2" x 6" or 4" x 3"
5" ad	2" x 5" or 4" x 2.5"
4" ad	2" x 4" or 4" x 2"

**PROOFS**

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

**PHOTO IMAGES**

Email preferred, screen jpgs 300dpi best, 200 acceptable. Send ads as pdf or eps (with fonts embedded), jpg or tif format also acceptable.

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 ad 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.

**PUBLISHING SCHEDULE 2008**

Issue	Closing Date	Mailing Date
Jan/Feb 09	Dec 1	Dec 18
Mar/Apr 08	Jan 31	Feb. 22
May/Jun 08	Mar 31	Apr 20
July/Aug 08	May 31	Jun 22
Sep/Oct 08	Jul 31	Aug 23
Nov/Dec 08	Sep 30	Oct 24

**WORLD WIDE WEB SITE**

Featured Event - Town/Place - Business

[www.festivalnews.info](http://www.festivalnews.info)

Each Featured Event includes two photos, an article (any length) about the event on its own page, a map from MapQuest to locate event town and hotlink to event or sponsor website/email address. All Featured Events are marketed via our festival e-newsletter to major media, tourism professionals, attendees and, if desired, to artisans, crafters and entertainers.

FEATURED EVENT/TOWN/BUSINESS

4 month: \$150.00	8 month: \$245.00
6 month: \$200.00	12 month: \$350.00

**OTHER SERVICES**

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

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