



# 2012 Program Guide Advertising Agreement

Advertiser (name as you would like it listed) \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

**Agreement Deadline: March 1, 2012**  
**December 30, 2011 for the 10% Early Bird Discount**  
**Artwork should be submitted by e-mail or on disk by May 11, 2012.**

Check:

Preferred / Outside Back Cover	8" x 10.5"	Color	\$2,350
Preferred / Inside Front Cover	8" x 10.5"	Color	\$2,075
Preferred / Inside Back Cover	8" x 10.5"	Color	\$1,975
Full Page	8" x 10.5"	Color	\$1,545
Full Page	8" x 10.5"	Black / White	\$1,075
Junior Page (2 Columns)	5 1/4" x 10 1/2"	Color	\$1,045
Junior Page (2 Columns)	5 1/4" x 10 1/2"	Black / White	\$795
1/2 Page Horizontal	8" x 5 1/8"	Color	\$925
1/2 Page Horizontal	8" x 5 1/8"	Black / White	\$725
1/3 Page Horizontal	5 1/4" x 5 1/8"	Color	\$775
1/3 Page Horizontal	5 1/4" x 5 1/8"	Black / White	\$485
1/3 Page Vertical	2 1/2" x 10 1/2"	Color	\$775
1/3 Page Vertical	2 1/2" x 10 1/2"	Black / White	\$485
1/6 Page	2 1/2" x 5 1/8"	Color	\$550
1/6 Page	2 1/2" x 5 1/8"	Black / White	\$440

Select Advertisement

**Multi-Year Discount:**  2-Year (15% off for each year)  3-Year (20% off for each year)

**Total:** Cost of Advertisement from above \$ \_\_\_\_\_  
 Less Early Bird Discount – 10% \$ \_\_\_\_\_  
 Less Multi-Year Discount (check above) \$ \_\_\_\_\_  
 Total Due \$ \_\_\_\_\_

Check (Payable to: Eastern Music Festival)  
 Visa  MasterCard  Discover  American Express

Card Number \_\_\_\_\_ Exp. \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Advertisers may combine the Early Bird Advertiser Discount (10%) with a Multi-Year Agreement Discount, if applicable (applies for the first year of the agreement only).

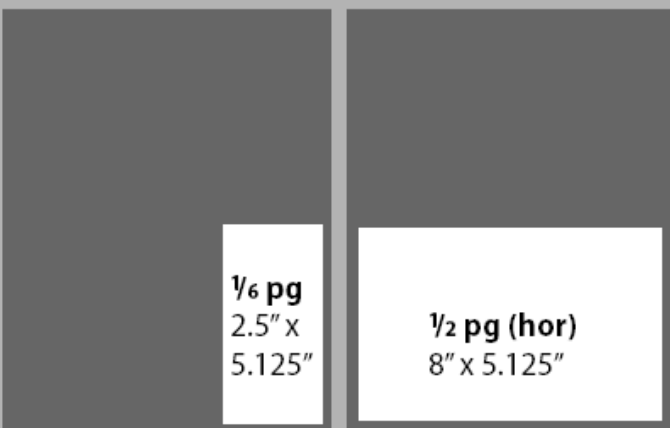
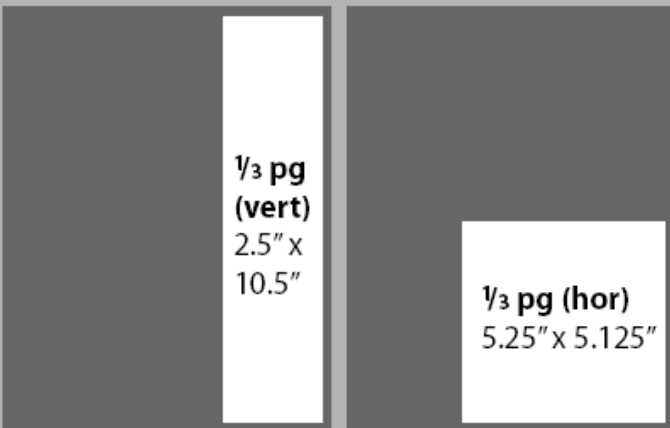
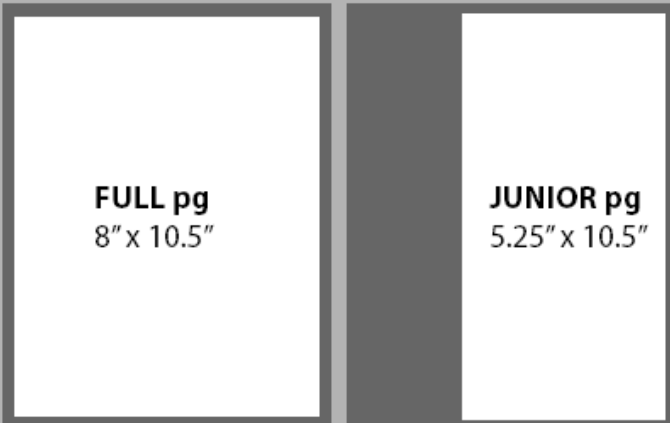
Payment

**This agreement is your invoice.**  
**Mail signed agreement and payment to:**  
**Eastern Music Festival, P.O. Box 22026, Greensboro, NC 27420**  
**or fax signed agreement to 336-333-7454.**

# Eastern Music Festival

## Program Guide

### Ad Specifications and Rates



## 2012 AD RATES

Preferred Placement (Color)	Dimensions	Ad Cost
Outside Back Cover	8" x 10 1/2"	\$2,350
Inside Front Cover	8" x 10 1/2"	\$2,075
Inside Back Cover	8" x 10 1/2"	\$1,975

Color Rates*	Dimension	Ad Cost
Full Page	8" x 10 1/2"	\$1,545
Junior Page (2 columns)	5 1/4" x 10 1/2"	\$1,045
1/2 Page Horizontal	8" x 5 1/8"	\$925
1/3 Page Horizontal	5 1/4" x 5 1/8"	\$775
1/3 Page Vertical	2 1/2" x 10 1/2"	\$775
1/6 Page	2 1/2" x 5 1/8"	\$550

\* A limited number of color ads are available on a first come first serve basis

Black and White Rates	Dimensions	Ad Cost
Full Page	8" x 10 1/2"	\$1,075
Junior Page (2 columns)	5 1/4" x 10 1/2"	\$795
1/2 Page Horizontal	8" x 5 1/8"	\$725
1/3 Page Horizontal	5 1/4" x 5 1/8"	\$485
1/3 Page Vertical	2 1/2" x 10 1/2"	\$485
1/6 Page	2 1/2" x 5 1/8"	\$440

## DEADLINES

March 1, 2012 Advertising Renewal Agreement Due  
 May 11, 2012 Artwork Due

Payment must accompany Advertising Agreement

## ARTWORK SPECIFICATIONS

- Ads must be submitted in digital format (PDF, QuarkXPress, Adobe Illustrator, EPS, TIFF or JPEG – resolution should be 300 DPI or higher) with all fonts and images included. Please burn to a CD or email to [carrie@easternmusicfestival.org](mailto:carrie@easternmusicfestival.org)
- Any changes to supplied artwork will be charged a per-hour rate of \$60.00.

