

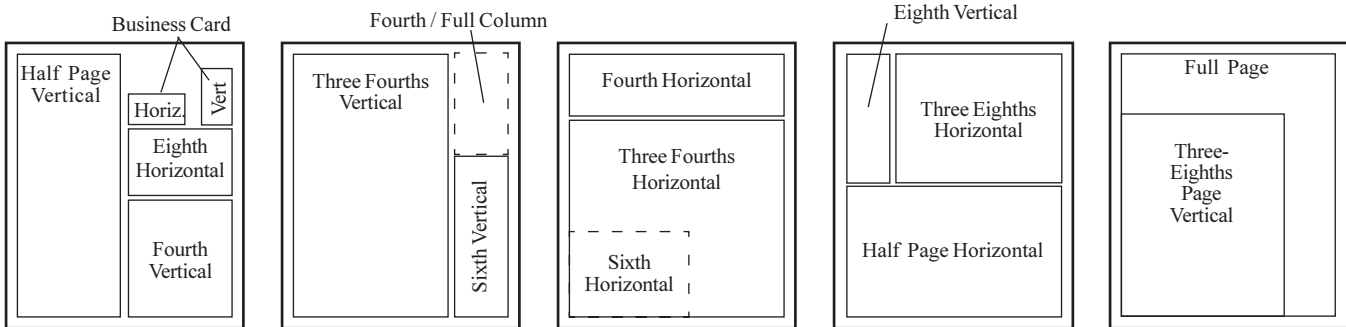
# Festivals of Texas

## ADVERTISING RATES SCHEDULE

Festivals of Texas is published by Dusty Roads Publishing. A complete Advertising Order Form is required to reserve ad space.

**Toll-free phone: (888) 459-2993. Fax: (972) 548-9015. E-mail: cathy@dustyroads.net**

FESTIVALS of TEXAS EDITION	ISSUE	AD SPACE ORDER FORM & PAYMENT DUE	AD MATERIALS PRESS RELEASES & PHOTOS DUE	MAGAZINE DISTRIBUTION
Spring 2017	Mar / April / May	Feb 1	Feb 1	Feb 25
Summer 2017	June / July / August	May 1	May 1	May 25
Autumn 2017	Sept / Oct	Aug 1	Aug 1	Aug 25
Winter 2017-2018	Nov / Dec / Jan / Feb	Oct 1	Oct 1	Oct 25



Overall page size: 14-1/2" h x 11-1/2" w. Inside margin size per page: 13" h x 10" w. Four Columns Wide: One Column = 2-5/16" wide.

\*\*\*\*\* **4-Color ads are available at a 32% upcharge** \*\*\*\*\*

Cost PER ISSUE Based On Number of Issues In Which Ad Appears

### Advertising Rates Per Issue:

	1	2	3	4	5
<b>Height</b>					
<b>Width</b>					
Business Card: ..... 2-5/16" ----- 3-1/2" ----- \$ 65		58	55	53	51
1/8 Page Vertical: ..... 6-3/8" ----- 2-5/16" ----- 139		125	115	110	105
1/8 Page Horizontal: ..... 3-3/16" ----- 4-7/8" ----- 139		125	115	110	105
1/6 Page Vertical: ..... 8-1/2" ----- 2-5/16" ----- 195		170	165	160	155
1/6 Page Horizontal: ..... 4-1/4" ----- 4-7/8" ----- 195		170	165	160	155
1/4 Page Vertical: ..... 6-3/8" ----- 4-7/8" ----- 285		250	240	230	220
1/4 Page Horizontal: ..... 4-1/4" ----- 10" ----- 285		250	240	230	220
1/4 Page Full Column: ..... 13" ----- 2-5/16" ----- 285		250	240	230	220
3/8 Page Vertical: ..... 10" ----- 4-7/8" ----- 375		330	320	305	290
3/8 Page Horizontal: ..... 6-3/8" ----- 7-7/16" ----- 375		330	320	305	290
1/2 Page Vertical: ..... 13" ----- 4-7/8" ----- 495		440	420	400	385
1/2 Page Horizontal: ..... 6-3/8" ----- 10" ----- 495		440	420	400	385
3/4 Page Vertical: ..... 13" ----- 7-7/16" ----- 685		605	580	560	535
3/4 Page Horizontal: ..... 8-1/2" ----- 10" ----- 685		605	580	560	535
Full Page: ..... 13" ----- 10" ----- 860		760	730	700	670
Boxed Event Listing: ..... 1-1/2" ----- 2-5/16" ----- 32		32	32	32	32
Event Listing: ..... (approx. 40-45 words) ----- 18		18	18	18	18

Classified Ads in "Marketplace" Section .....50 cents per word, or boxed at \$16.65 per column inch.

\*\*\*\*\* **4-Color ads are available at a 32% upcharge** \*\*\*\*\*

**Rate Schedule:** Display ads of one-sixth page or larger receive a headlined festival story to accompany your ad in the same issue. Costs of all display ads include a listing on the map & event calendar. Event listings may also be purchased separately. Frequency of an ad qualifies for discounts as shown above. Pricing is per issue. Camera-ready art or photos are returnable with SASE by request.

**Classified Ads:** "Marketplace" advertising is specifically for festival-related products, entertainment, performers, vendors, etc. with ad rates based on above "Classified" rates. **Color:** Four-Color ads are available at a 32% upcharge. **Production:** Ads may be sent as grayscale or line-art (NO HALFTONE) suitable for scanning, or in **PC-format** PDF, JPEG, EPS, TIF, PageMaker, PC Quark or Illustrator files, and should include all font files. Ask for our detailed graphics guidelines. **Payment:** Your ad submission should include payment by check or money order payable to *Festivals of Texas* (credit card payments not available). Call about invoicing.

**Address:** Festivals of Texas  
P. O. Box 3036  
McKinney, TX 75070

**Toll-Free Phone:** 888-459-2993  
**Fax Number:** 972-548-9015  
**E-mail:** cathy@dustyroads.net

**Internet Web Site:**  
[www.festivalsoftexas.com](http://www.festivalsoftexas.com)

# Festivals of Texas

# Advertising Insertion Order Form

**P. O. Box 3036  
McKinney, Texas 75070**

**Phone: (888) 459-2993  
Fax: (972) 548-9015  
Email: cathy@dustyroads.net  
Today's Date: \_\_\_\_\_**

**Please insert advertising for:**

Festival/Event \_\_\_\_\_

Group/CVB/Chamber \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Mail or fax this form as your ad space commitment. We must receive this form by the "Space" deadline below, and ad materials must be received by the "Material" deadline below. Please include photos, plus SASE for their return.

**Issue:**

**DEADLINES:**

- Spring 2017 - Mar - April - May -----** (Space 2/1, Materials 2/4 Distributed 2/25)
- Summer 2017 - June - July - Aug -----** (Space 5/1, Materials 5/4, Distributed 5/25)
- Autumn 2017 - Sept - Oct -----** (Space 8/1, Materials 8/4, Distributed 8/25)
- Winter 2017-2018 - Nov - Dec - Jan - Feb** (Space 10/1, Materials 10/4, Dist. 10/25)

**Space:**

<b>BUSINESS CARD:</b>		<b>EIGHTH PAGE:</b>		<b>SIXTH PAGE:</b>	
<input type="checkbox"/> Vertical		<input type="checkbox"/> Vertical		<input type="checkbox"/> Vertical	
<input type="checkbox"/> Horizontal		<input type="checkbox"/> Horizontal		<input type="checkbox"/> Horizontal	
<b>FOURTH PAGE:</b>	<b>THREE-EIGHTHS PAGE:</b>	<b>HALF PAGE:</b>	<b>THREE-FOURTHS PAGE:</b>		
<input type="checkbox"/> Vertical	<input type="checkbox"/> Vertical	<input type="checkbox"/> Vertical	<input type="checkbox"/> Vertical		
<input type="checkbox"/> Horizontal	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Horizontal	<input type="checkbox"/> Horizontal		
<input type="checkbox"/> Full Column					
<b>FULL PAGE:</b> <input type="checkbox"/>	<b>EVENT LISTING:</b> <input type="checkbox"/>	<b>CLASSIFIED:</b> <input type="checkbox"/> (Marketplace section)		<b>4-COLOR AD:</b> <input type="checkbox"/> (Cost: 32% upcharge)	

**Ad Materials Being Sent:**

- Type of ad material:  Camera-ready ad  Art work, logo, photos, etc,  Computer Disc
- Originator of ad materials? (include name, phone, fax)
- When will materials (with payment) arrive?

**Rate:** (per rate schedule)

**Method of Payment:**

**Additional Instructions:**

<p>(publishing office use only)</p> <p>Received: _____ Posted: _____</p>	<p><b>Customer's Authorizing Signature</b></p>   
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