

Chicago Folk & Roots Festival Guide

2010 Ad Form

CONTACT INFORMATION

Name: _____

Company/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

See enclosed Ad Sizes, Specs & Rates for advertising specifications, rates and details on submitting your ad.
 Ad Reservation Deadline: Return this form, payment and your advertisement by June 11, 2010.

Payment Information: Total Amount Enclosed: \$ _____

<input type="checkbox"/> CREDIT CARD	<input type="checkbox"/> CHECK
Please Charge My: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover	Please make checks payable to Old Town School of Folk Music
Card Number:	Mail to: Attn: Christine Moir Old Town School of Folk Music 4544 N. Lincoln Avenue Chicago, IL 60625-2103 Fax: 773.506.2414
Card Security Code (cvv): _____	
Expiration Date (mm/yyyy): _____	
Name on Card:	
Signature:	

We regret we cannot invoice you for this advertisement.

Advertising Policies:

Advertiser is solely responsible and liable with respect to the content submitted for publication herein and Old Town School of Folk Music is not responsible for any claims arising there from. Advertiser shall indemnify and hold Old Town School of Folk Music harmless from any and all damages resulting from publication of the content submitted by Advertiser.

<input type="checkbox"/> I agree to the above and understand that my ad will not run if payment is not received by the June 16 deadline.	Email ad files to: kristao@oldtownschool.org Technical/production difficulties: Call Krista Orgiesen at 773.751.3327.
Name: _____ Date: _____	

Questions? Please contact Christine Moir at 773.751.3365 or email her at cmoir@oldtownschool.org.

Chicago 2010 Ad Sizes, Specs & Rates

Folk & Roots Festival Guide

Full Page 7.5"x10"	Color: \$1150 B&W: \$900
1/8 Page/ Business Card 3.625"x2.4375"	B&W: \$175
1/4 Page (Vertical) 3.625"x4.875"	B&W: \$275

1/2 Page 7.5"x4.875"	Color: \$650 B&W: \$500
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Size	Dimensions	Rate
Full Page Color	7.5"x10"	\$1150
Full Page B&W	7.5"x10"	\$900
1/2 Page (Horizontal) Color	7.5"x4.875"	\$650
1/2 Page (Horizontal) B&W	7.5"x4.875"	\$500
1/4 Page (Vertical) B&W	3.625"x4.875"	\$275
1/8 Page/Business Card B&W	3.625"x2.4375"	\$175
Shout Outs	200 Characters or Less	\$50

All files MUST be 300dpi or higher.

Please supply ads in one of the following formats:

- .pdf** PDF/X1a are standards that have been set for PDFs used to print, with images and fonts embedded.
- .tif** Flattened Grayscale Photoshop TIF files that are actual print ad size at 300dpi.
- .eps** Vectorgraphic Illustrator EPS files with type converted to paths and embedded images.

Email ads to kristao@oldtownschool.org.

Any questions about ad specs:

Krista Ortgiesen
kristao@oldtownschool.org
 773.751.3327

Ads need to be received absolutely no later than June 11, 2010.