



CALIFORNIA TRADITIONAL MUSIC SOCIETY'S TRADITIONAL MUSIC CONCERT SERIES

August 1, 2005

The California Traditional Music Society is looking for a sponsor to underwrite the cost of programs for its traditional music concert series. The concert series features world class folk performs in a concert setting with an audience of from 100 to 200. Confirmed performances at this time are: the Irish super group, **bolola**, (featuring Jimmy Keane) – September 30, 2005, and New England folk singer **Gordon Bok** – November 6, 2005. See the CTMS Website for additional Dates.

If you have a Folk Music or Art related business you can reach this audience with an ad in the concert program. This year, we can offer you an exclusive quarter page size ad for only \$250. The program will consist of a single sheet – the front will contain the performer's biography, and discography. The back will consist of donation form for CTMS, (a non-profit 501(c)(3) corporation), details of upcoming concerts in the series and a your single quarter page ad.

Call 818-817-7756 or email: info@ctmsfolkmusic.org today, to reserve your ad space.

The deadline for your ad copy for the Concert Program is one week before the concert.

A quarter page ad is 4 ³/₄ inches high
and 3 ⁵/₈ inches wide.

\$250 for one placement.

\$450 for two placements.

\$600 for three placements.

\$700 for four placements.

For more than 4 placements
cost is \$175 per placement.

The California Traditional Music Society is a Non-profit Tax Exempt 501(c)(3) Educational Corporation
Mailing Address: 4401 Trancas Place, Tarzana, CA 91356-5399, 818 817-7756, FAX: 818 817-7734
email: info@ctmsfolkmusic.org, website: www.ctmsfolkmusic.org



CALIFORNIA TRADITIONAL MUSIC SOCIETY CONCERT SERIES SPECIFICATIONS FOR AD SUBMISSIONS

Publication Details

- Program – Letter size on 8½” x 11” pages (portrait layout), single sheet, printed front and back, distributed at the concert (250 copies printed).

Hard Copy Ad Formats:

- 85 Line Screen Halftone or Velox

Digital Ad Formats

Accepted File Formats: (PC preferred, but Mac Acceptable)

- Adobe Acrobat (4 or 5) (*.pdf) – embed all fonts
- Adobe Pagemaker (6 or 7) (*.pmd) – include all fonts
- Adobe Photoshop (5, 5.5 or 6) (*.psd)
- Adobe Illustrator (10 or less) (*.eps) – convert all text to outlines
- Microsoft Word (2002 or 10) (*.doc, *.rtf) – embed all fonts
- TIFF (*.tif)

Other Details

- Adobe Acrobat is the preferred format, use the “Press” conversion setting for highest quality. Make sure that all fonts are embedded.
- All files must be Grayscale formatted (no color available)
- Halftones:

	Grayscale
Minimum Highlight Dot	3-5%
Maximum Shadow	No more than 95%

- Images should be sized appropriately for your desired ad space
- Mac uses must include the appropriate 3-character extension in all file names
- Resolution: 400 dpi/ppi (dots/pixels per inch) for ads containing graphics, 1200 dpi for Line Art.
- Digital ads may be e-mailed to: **info@ctmsfolkmusic.org**
- Hard copy ads may be mailed to:
CTMS Publications, 4401 Trancas Place, Tarzana, CA 91356-5399

Questions?

- Please contact the CTMS Office at 818 817-7756, or email: **info@ctmsfolkmusic.org**.