



CALIFORNIA TRADITIONAL MUSIC SOCIETY'S FOURTH ANNUAL "A TASTE OF FOLK MUSIC" A FREE FOLK & BLUEGRASS MUSIC FESTIVAL

August 1, 2005

The Fourth Annual "A Taste of Folk Music" will be presented on Sunday October 9, 2005 by the California Traditional Music Society, from 10:00 AM to 5:00 PM, in conjunction with the Encino Chamber of Commerce's 18th Annual "Taste of Encino" street fair. The Music Festival is one of the largest gatherings of Folk Music organizations and artists in Southern California. The Festival is an official event of the Daniel Pearl Worldwide Music Day.

More than 12,000 people will attend the Taste of Encino and will have the opportunity to watch more than 130 of Southern California's best Folk, Bluegrass, and Western music performers on 6 stages. If you have a Folk Music or Art related business you can reach this audience with an ad in the festival program. See our website www.CTMSFolkMusic.org for Festival details. This year, we can offer you a quarter page size ad for only \$150 – a significant saving over our usual \$250 rate. An 1/8 page size ad (business card size) is only \$75.

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

The deadline for your ad copy for the Festival Program is September 12, 2005.

(For other advertising opportunities at CTMS see the attached sheets)

A quarter page ad is 4 $\frac{3}{4}$ inches high
and 3 $\frac{5}{8}$ inches wide.

\$150

An eighth page ad is
3 $\frac{5}{8}$ inches high
and 2 $\frac{3}{8}$ inches wide
\$75

Or an eighth page ad is 2 $\frac{3}{8}$ inches high
and 3 $\frac{5}{8}$ inches wide
\$75



CALIFORNIA TRADITIONAL MUSIC SOCIETY

“A TASTE OF FOLK MUSIC”

SPECIFICATIONS FOR AD SUBMISSIONS

Publication Details

- Program – Letter size on 8½” x 11” pages (portrait layout), distributed at the Taste of Folk Music Festival, October 9, 2005.

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**.