



2009 Festival Program Book AD SPECS & SUBMISSION INSTRUCTIONS

AD ART MUST BE SUBMITTED IN ONE OF THE FOLLOWING FORMATS:

High-res press quality PDF or PDFX1a file, plus a hardcopy laser print of the file

Photoshop TIFF or EPS document, plus a hardcopy laser print of the file

Illustrator EPS with all fonts converted to paths (outline) and embed placed art, plus a hardcopy laser print of the file

Quark 6.0 file collected for output including all fonts and placed art, plus a laser print of file

Include all images at 300 dpi at 100%, such as logos, photos, illustrations, etc.

SEND AD ART TO:

Please send ad art in the acceptable formats listed above on CD to:

Gina Gutierrez
Ojai Music Festival
PO Box 185
Ojai CA 93024

Please submit a hardcopy laser print of your ad to ensure accurate reproduction quality.

QUESTIONS?

Call Gina Gutierrez at 805 646-2094 ext. 104, or email ggutierrez@ojaifestival.org

DEADLINE TO SUBMIT AD ART: APRIL 30, 2009

PROGRAM BOOK FINAL TRIM SIZE:
9.5" WIDE X 8.75" TALL

AD SIZES	INK	AD DIMENSIONS		
COVERS (NON-BLEED)	COLOR	9.0" w.	X	8.5" h.
COVERS (BLEED)	COLOR	9.75" w.	X	9.0" h.
FULL PAGE (NON-BLEED)	B/W	7.75" w.	X	7.25" h.
HALF PAGE (HORIZONTAL)	B/W	7.75" w.	X	3.5" h.
HALF PAGE (VERTICAL)	B/W	3.75" w.	X	7.25" h.
QUARTER	B/W	3.75" w.	X	3.625" h.
BIZ CARD (HORIZONTAL)	B/W	3.75" w.	X	2.375" h.
BIZ CARD (VERTICAL)	B/W	2.375" w.	X	3.625" h.

Bleeds are available on COVERS only (inside front, inside back and back). Add .125" (1/8") bleed to all sides beyond trim. Keep live matter, such as type, .5" from all sides.

Ojai Festivals, Ltd. reserves the right to reject or cancel any ad art that does not conform to the editorial or ad art file formats of the program book. Every effort will be made to comply with ad placement requests. Final ad position, however, is at the discretion of Ojai Festivals, Ltd. Changes or alterations to ad art cannot be made through Ojai Festivals, Ltd.'s program book designer. Replacement ad art must be resubmitted by the advertiser no later than April 30, 2009. All ad material will be destroyed after the Festival program book is printed, unless otherwise instructed.

THANK YOU FOR ADVERTISING IN THE OJAI FESTIVAL PROGRAM BOOK!