

## CRITICAL ACCLAIM

### SHAKESPEARE SANTA CRUZ

*"It's true Shakespeare repertory, and it's thriving in Santa Cruz...in one of the most appealing summertime retreats imaginable."*

— Los Angeles Times

*"One of the ten most influential Shakespeare Festivals in the country."*

— USA Today

*"I've been hearing exciting things about the festival, so I flew out to California last weekend and caught three shows there, all of which were worthy of their sylvan setting. Loud cheers for Marco Barricelli..."*

— Terry Teachout,  
Wall Street Journal

*"Bach at Leipzig at Shakespeare Santa Cruz was the best theatrical production I saw all year."*

— Ben Marks, KQED

### cabrillo festival of contemporary music

*"...the foremost annual showcase for new for orchestral music in North America."*

— San Jose Mercury News

*"The doomsayers who have predicted the death of the symphony orchestra get their comeuppance here at the Cabrillo Festival, where enthusiastic sell-out crowds greet and rally at all-contemporary evenings of symphonic music."*

— Paul Hertelendy, artssf.com

*"The Cabrillo Festival of Contemporary Music wowed sellout crowds at the Civic Auditorium...as Maestro Marin Alsop led the Festival Orchestra in vivid new orchestral music."*

— Santa Cruz Sentinel

*"...two of the most thoughtful and original summer musical weekends anywhere in America."*

— Wall Street Journal

## TERMS & CONDITIONS

- **TOTAL PAYMENT DUE** on date of Ad Deadline for each publication.
- **Make checks payable to each respective organization, as per your advertising contract.** Deliver/mail to:

**CABRILLO FESTIVAL OF CONTEMPORARY MUSIC**  
147 S. River Street, Suite 232  
Santa Cruz, CA 95060

**SHAKESPEARE SANTA CRUZ**  
UCSC Theatre Arts Center  
1156 High Street  
Santa Cruz, CA 95064

- No space cancellation will be accepted after the Space Reservation Deadline.
- Liability of the publisher for errors is limited to the cost of the space occupied by the error.
- Reasonable placement requests will be accommodated whenever possible but cannot be guaranteed.

## AD SPECIFICATIONS

### AD SUBMISSION

- All ads must be provided in digital form and sent via e-mail to:

[ads@cabrillomusic.org](mailto:ads@cabrillomusic.org) and  
[ads@shakespearesantacruz.org](mailto:ads@shakespearesantacruz.org)

### PRINTING SPECIFICATIONS

- Trim size = 8.5" x 11"
- 133 or 150 line screen
- 4-color outside/inside cover
- B&W inside pages

### ARTWORK GUIDELINES

- Preferred file format: **.PDF with all fonts outlined**
- Acceptable software applications: *InDesign CS, Photoshop 6, Illustrator 8* – or higher versions of these programs
- Native files should include all resources and fonts packaged into a ZIP file.
- **B&W** ads should be in grayscale mode, and contain at least a 1px border, or one will be added at the advertiser's expense.
- **Color ads** are 4 color process and should be saved in CMYK mode (no spot colors, no RGB mode). 1/8" bleeds are accepted.

## AD PRODUCTION

All advertising rates are for space only and require ads in digital form (see specs). Advertisers in need of ad design and production, please consult **Summer Fest's** Sales Director Sandy Kurz for referrals.

Cover photo top: Cabrillo Festival performs annually in the magnificent splendor of Mission San Juan Bautista. Photo by: r.r. Jones

Cover photo bottom: Margaret Schenck (Maria) and Tommy A. Gomez (Sir Toby Belch) in SSC's 2005 production of *Twelfth Night* in the Festival Glen. Photo by: Steve DiBartolomeo



## Cabrillo Festival of Contemporary Music

August 2 through 16, 2009

Summer Fests  
Advertising Collaborative

## Shakespeare Santa Cruz

July 21 through August 30, 2009



2009 RATE CARD & AD SPECS



Stephen Bel Davies (Mercutio), Charles Pasternak (Romeo) and Erik Hellman (Benvolio) in SSC's 2008 production of *Romeo and Juliet*. Photo by: r.r. jones

**Two of California's most acclaimed summer festivals have come together to offer your business unprecedented access to a targeted, cultural audience.** As marketing efforts become more essential than ever before, **Shakespeare Santa Cruz** and **Cabrillo Festival of Contemporary Music's** program books get your message directly into the hands of a highly educated audience, numbering more than 30,000 jointly\*. Distributed free to all concert and theatre goers, these program books are saved as keepsakes and referred to time and again. Your advertising dollars will have a powerful impact and create an enduring association with these cultural jewels of our community. With a strong foundation of local ticket-buyers, as well as cultural tourists coming to spend extended stays in Santa Cruz County, the Summer Fests Advertising Collaborative allows you to boost your business while supporting the arts during the peak summer season and beyond.

\**Shakespeare Santa Cruz and Cabrillo Festival's audiences number 25,000 and 5,000, respectively.*

**SUPPORT THE ARTS AND BOOST YOUR BUSINESS!**

**Cabrillo Festival of Contemporary Music  
Shakespeare Santa Cruz**

**PUBLICATION SCHEDULE**

**Space Reservation Deadline** 6/5/09  
**Ad & Payment Deadline** 6/12/09

**Save 20%  
for both books**

<b>RATES</b>	<b>Cabrillo Festival Book</b>	<b>Shakespeare Santa Cruz Book</b>	<b>Summer Fests Discount</b>
<b>Back Cover (4C)</b>	\$1,725	\$2,095	\$3,055
<b>Inside Cover (4C)</b>	\$1,295	\$1,495	\$2,235
<b>Full Page</b>	\$925	\$1,095	\$1,625
<b>2/3 Page</b>	\$775	\$925	\$1,365
<b>Mini Page</b>	\$675	\$795	\$1,175
<b>1/2 Page</b>	\$625	\$745	\$1,095
<b>1/3 Page</b>	\$495	\$595	\$875
<b>1/6 Page</b>	\$295	\$345	\$515
<b>Business Card</b>	\$245	\$295	\$435



Maestra Marin Alsop leads the award-winning Festival Orchestra at the Santa Cruz Civic Auditorium. Photo by: r.r. jones



**Sandy Kurz, Sales Director**  
**ph: 831.425.4834 fx: 831.426.1805**  
**e-mail: sandykruz@yahoo.com**

**AD SIZES**

<b>Full Page</b>	7" x 9 5/8"
<b>2/3 Page</b>	4 5/8" x 9 5/8"
<b>Mini Page</b>	4 5/8" x 7"
<b>1/2 Page</b>	7" x 4 11/16"
<b>1/3 Page - Vertical</b>	2 3/16" x 9 5/8"
<b>1/3 Page - Horizontal</b>	4 5/8" x 4 11/16"
<b>1/6 Page - Vertical</b>	2 3/16" x 4 11/16"
<b>1/6 Page - Horizontal</b>	4 5/8" x 2 1/4"
<b>Business Card</b>	3 1/2" x 2"

