

## CRITICAL ACCLAIM



*"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

*"SSC's outdoor production of Love's Labor's Lost is a complete success... a show that is not just amusing but wildly, chokingly funny"*

— Wall Street Journal

*" 'A Midsummer Night's Dream' is perfect entertainment - a joyful explosion of language and fantasy in a setting of unparalleled beauty."*

— Santa Cruz Sentinel

## cabrillo festival of contemporary music

*"The Cabrillo Festival is a hip and splashy event, North America's most important festival of new orchestral music."*

— San Jose Mercury News

*"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

*"Alsop's Cabrillo Festival in California showcases her passion for new sounds and draws audiences deep into the creative process."*

— Musical America

*"...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 CS3, 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

July 31 - August 14, 2011

Summer Fests  
Advertising Collaborative

## Shakespeare Santa Cruz

July 19 - August 28, 2011



**2011 RATE CARD & AD SPECS**



Marion Adler, Sherill Turner, and Mike Ryan in SSC's 2010 production of *Love's Labor's Lost*.  
Photo: 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** 6/3/11  
**Ad & Payment Deadline** 6/10/11

**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 and the award-winning Cabrillo Festival Orchestra at the Santa Cruz Civic Auditorium.  
Photo: 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"

