



# REEL ROOTS

## FOLK MUSIC ALLIANCE

Reel Roots Folk Music Alliance, LLC is a Celtic and folk music promotion company that works to bring folk musicians from Ireland, Scotland, Wales, England and other Celtic nations to the Greater Cincinnati area for concerts and music instruction workshops.

Our goal is to help raise local awareness and appreciation for the music, and to give local Celtic music fans the opportunity to hear their favorite musicians play locally.

### Advertiser Information:

All events are funded solely through ticket sales and advertising support from local businesses.

Event attendance can range between 50 - 500 people depending on the event and the venue at which the event will be held. Your advertising rep can provide you with specific information as to the expected attendance for event(s) at which you plan to advertise.

All advertising fees must be paid in full by check prior to the deadline date in order for your ad to be printed in an event program or posted online.

Checks should be made payable to:       RRFMA

Checks should be mailed to:               RRFMA  
P.O. Box 9406  
Cincinnati, OH 45209

All advertising rates are for space only and do not include ad design. For advertisers in need of artwork design, please contact us for design options.

Fee discounts are available for those purchasing multiple advertisements. Ask your advertising rep for details.

### Ad Submission:

Advertisements cannot be cancelled after deadline date for print advertisements, or after ad is run for web advertisements.

Ads must be submitted in digital format to: [kristen@reelrootsfolkmusic.com](mailto:kristen@reelrootsfolkmusic.com)

For web and print advertisements, all artwork must be provided by the advertiser before the deadline date specified for each event.

Please ensure the ad artwork you submit meets all specifications and requirements outlined in this document. We will do our best to notify you of any problems with your submitted artwork, however we are not responsible for printing errors due to improper artwork formatting.



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### Web Advertisements:

Website advertisements are available at any time and are billed on a month to month basis as follows:

30 Day Ad -	\$35.00
60 Day Ad -	\$60.00 (\$10 discount)
90 Day Ad -	\$85.00 (\$20 discount)

Our website currently averages 600 page views per month.

Your advertisement will be displayed in rotation every time a page on our website is loaded by a user.

You may choose the date your advertisement will begin running on our website as soon as artwork and payment have been received.

Your advertisement will appear on all website pages in the right-hand sidebar under the "Sponsored Ads" section.

### Web Ad Specifications:

Artwork must be sized at 250 pixels wide by 100 pixels tall.

Image resolution should be 72 dpi

Accepted file types: jpg, gif, png

File must be no larger than 200 KB. Animated gifs will be accepted as long as they are no larger than 200 KB in size.

You must include the full URL that you wish us to link your advertisement to.

No advertisements to adult themed websites, or other websites we deem inappropriate will be accepted.

You may submit your advertisement at this web address:  
<http://www.reelrootsfolkmusic.com/forms/view.php?id=10>

Or email your artwork and information to: [kristen@reelrootsfolkmusic.com](mailto:kristen@reelrootsfolkmusic.com)



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Event Program Print Advertisements:

Event program advertisements are available for all of our events. Pricing varies on a per-event basis, depending on number of expected attendees and size of ad.

UP TO 75 ATTENDEE EVENTS:

Business Listing -	\$15.00
Small 1/8 page Ad -	\$25.00
Vertical 1/4 page Ad -	\$45.00
Horizontal 1/4 page Ad -	\$50.00
1/2 page Ad -	\$85.00

151-500 ATTENDEE EVENTS:

Business Listing -	\$35.00
Small 1/8 page Ad -	\$55.00
Vertical 1/4 page Ad -	\$115.00
Horizontal 1/4 page Ad -	\$120.00
1/2 page Ad -	\$150.00

75-150 ATTENDEE EVENTS:

Business Listing -	\$25.00
Small 1/8 page Ad -	\$40.00
Vertical 1/4 page Ad -	\$75.00
Horizontal 1/4 page Ad -	\$85.00
1/2 page Ad -	\$115.00

All ads and payments must be submitted no later than 15 days prior to the event date.

Please visit our website for information on all upcoming events. For information on ad fees for specific events, please contact us.

Event programs measure 8.5" x 5.5" and consist of several pages. They include information on the event, upcoming Reel Roots events and other relevant information. Ads will be placed throughout the event program in the best way possible to ensure maximum visibility.

Reel Roots reserves the right to deny placement of any advertisement which we deem to be inappropriate for our audience. Please keep in mind our events are open to patrons of all ages when designing your advertisement.

Print Ad Specs:

Advertisement artwork must be submitted with the following specifications:

- min 300 dpi
- Black and white only
- Acceptable file formats: PDF, PSD, JPG, EPS
- Ads should be saved in grayscale mode with a 1px black border
- Artwork document should be the same size as the ad you purchased



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### Business Listing Ad Specs:

The basic business listing is our most affordable advertisement type. It includes a small three line listing in the event program consisting of your company name, web address, and phone number.

Advertisement will be formatted by the RRFMA staff and will appear grouped with other business listing advertisers in the program.

Each line of the listing must be no longer than 20 characters.

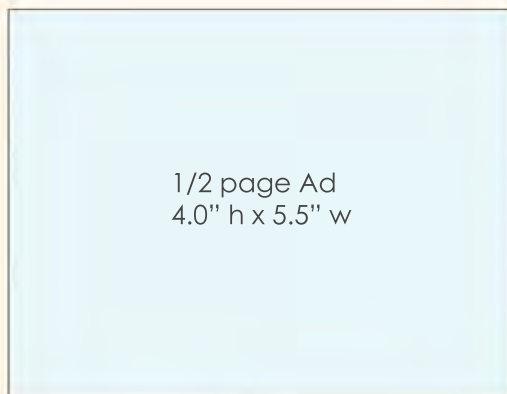
Sample business listing:

RRFMA  
reelrootsfolkmusic.com  
513.442.5221

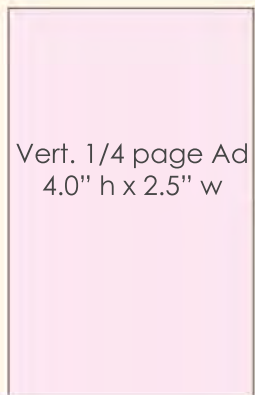
If your business does not have a website, you may substitute the web address for an email address.

### Print Ad Specs:

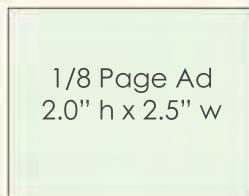
There are four ad sizes available for program print advertisements.



1/2 page Ad  
4.0" h x 5.5" w



Vert. 1/4 page Ad  
4.0" h x 2.5" w



1/8 Page Ad  
2.0" h x 2.5" w



Horiz. 1/4 page ad  
2.0" h x 5.5" w

