

# **Oxford Jazz Festival** **9<sup>th</sup> to 12<sup>th</sup> April 2009**



**Advertising Rate Card**



**We are delighted to announce the launch of an exciting new music festival in the City of Oxford - the Oxford Jazz Festival!**

The Oxford Jazz Festival presents an action-packed four days of jazz from 9<sup>th</sup> to 12<sup>th</sup> April 2009, with acclaimed jazz artists performing in some of Oxford's finest and most historic venues, including the Oxford Union Debating Chamber, the Wesley Memorial Church, the Jacqueline du Pré Music Building, the North Wall Arts Centre, and Saint Michael at the North Gate, the oldest building in Oxford.

Jazz-lovers and fans of all music genres will enjoy a star-studded lineup from all over the UK that already includes headline performances by Ian Shaw, Gwyneth Herbert and Julian Siegel plus a host of other fabulous musicians. To promote and celebrate the future of jazz, we are also holding a "Jazz Factor" competition for youth jazz ensembles from schools and clubs from around Oxfordshire.

Ambience is everything at a jazz festival and it is hard to imagine a more intoxicating location than the beautiful and historic city of Oxford. With our vibrant and fast-growing jazz scene in Oxfordshire, the festival promises to be a huge commercial success - for hotels, restaurants, retailers, the people of Oxford, and our sponsors. We look forward to building the Oxford Jazz festival into an annual event to match the very best jazz festivals worldwide.

The Oxford Jazz Festival is now offering special first-year sponsorship rates for the website and printed programme. Your sponsorship of the festival will help ensure its success this inaugural year.

Please contact us to find out how you can be involved.



This agreement is for the use of advertising space in the 1st Annual Oxford Jazz Festival programme and website. For more information about advertising, contact Maxwell Mason at max@oxfordjazzfestival.com

**Booking and submission deadline for printed programme: 20 February 2009**  
(no deadline for advertising on the website)

Name of Business \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

**Ad Rates** for print-ready ads for the printed programme

**Covers** (full page ads only):

Inside Front Cover	£ 450.00	£ _____
Outside Back Cover	£ 600.00	£ _____
Inside Back Cover	£ 450.00	£ _____

**Insides:**

Full Page	£ 200.00	£ _____
1/2 Page	£ 125.00	£ _____
1/4 Page	£ 100.00	£ _____
1/8 Page	£ 50.00	£ _____

**Total Printed Programme £**

(continued)



**Ad Rates** for pre-designed ads for the website

**Home Page**

160p x 160p	£ 100.00	£ _____
160p x 80p	£ 70.00	£ _____
160p x 600p exclusive ad	£ 250.00	£ _____

**Insides 1 page:**

160p x 160p	£ 80.00	£ _____
160p x 80p	£ 50.00	£ _____
160p x 600p*	£ 150.00	£ _____

**Run of site:**

160p x 160p	£ 185.00	£ _____
160p x 80p	£ 100.00	£ _____
160p x 600p **	£ 250.00	£ _____

**Total Website £**

\* (may rotate with up to 3 other ads)

\*\* (does NOT include home page and may rotate with up to 3 other ads)

**Total Printed Programme** (from previous page) £ \_\_\_\_\_

**Total Website** (from above) £ \_\_\_\_\_

If purchasing both print and web ads before 15 November 2008, subtract 10% from total (tick if applicable)

**Total Advertising** (add figures above) £ \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

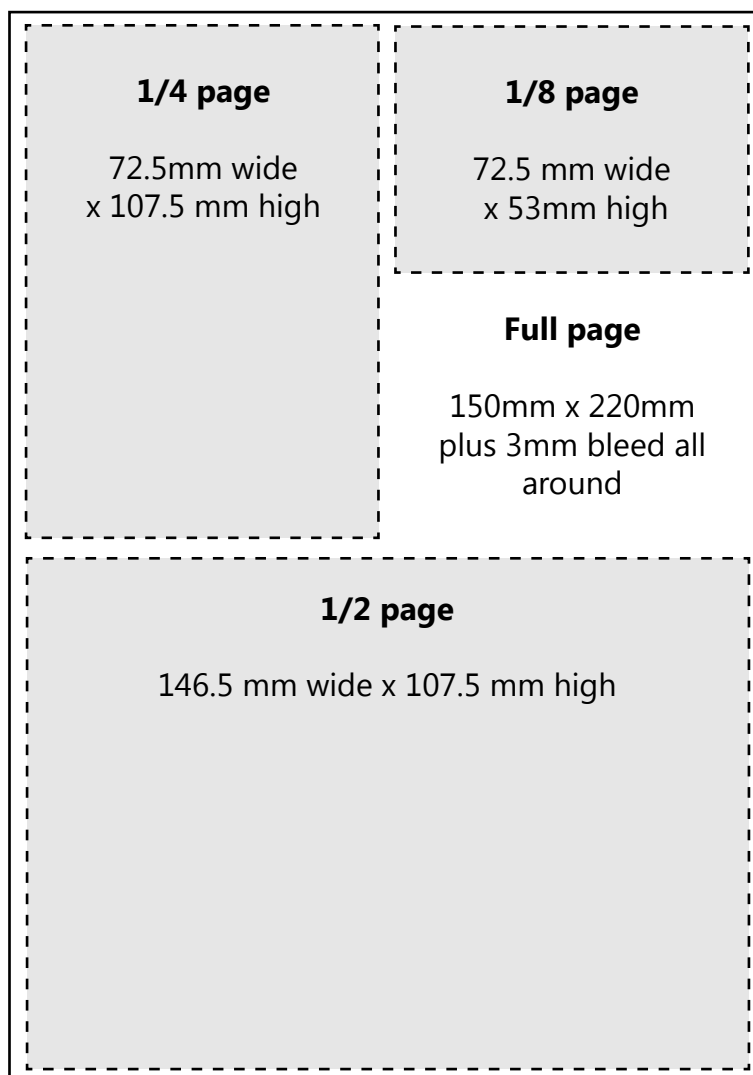
Date: \_\_\_\_\_



## Printed Programme Ad Specs:

Actual page dimensions are 150mm x 220mm as indicated by the exterior line. Ad space is denoted by shaded interior space. Diagrams are to scale. All dimensions below are horizontal by vertical. Your ad must conform to these dimensions. If submitting a PDF, it should be created with these dimensions as the PDF page size.

**Booking and submission deadline for printed programme: 20 February 2009**





## Website Ad Specs:

Website ads are available in three sizes - 160p x 160p, 160p x 80p and 160p x 600p (p = pixels). All artwork should be submitted to the final size according to the specifics on the following page. Animated graphics are not allowed.

## No booking deadline for website advertising

**Oxford Jazz Festival 2009** April 09 - 12

**Oxford Jazz Festival 2009**

Welcome to the website for the newest and most exciting festival to come to Oxford - the **Oxford Jazz Festival!**

We will be launching the website in September. You will be able to see what's going on, who is playing where, learn how to buy tickets, and much more. Be sure to check back then, or fill out the form below and we'll let you know when the site is live.

Interested in sponsoring the festival? Our rate card will be available shortly. Please *express your interest* in receiving the rate card by emailing us. When it is ready, we'll contact you.

**Sign up to receive an email when the site launches:**

**Contact Us**

- Marketing and Public Relations  
Max Mason
- Music and Venues  
Paul Jefferies
- Website and Print Design  
Alissa Robinson

© 2008 Oxford Jazz Festival  
website design by alissa j. robinson



## How to book your ad:

### Step 1:

Please print pages 2 and 3 of this rate card, fill in the form and post it along with a cheque made out to "Oxford Jazz Festival" to:

Oxford Jazz Festival  
Betteshanger House  
High Street, Longworth  
Oxfordshire OX13 5DU

### Step 2:

Email your ad to or arrange our design service with Alissa Robinson at [alissa@oxfordjazzfestival.com](mailto:alissa@oxfordjazzfestival.com)

Please be sure to check our design specifications on the following page.

**Ads for the printed programme MUST be received no later than 20 February 2009**



## Ad Specifications

There are two possible ways to provide an ad for inclusion in our program and/or website:

### 1. Digital Files

#### Printed Programme:

We request an electronic file in cmyk.

Acceptable file types are:

- Photoshop TIF or PSD (document size must equal ad size, in cmyk mode only, at 300 DPI resolution)
- Adobe PDF (document size must equal ad size, save PDF preset at "press" quality or as PDF/X-3:2002)

Please attach a PDF proof of your ad. Also please include contact information for the person who can troubleshoot any difficulties with your ad file.

#### Website:

We request an electronic file in rgb.

Acceptable file types are:

- Photoshop psd, jpg, png, gif (document size must equal ad size, in rgb mode only, at 72 DPI resolution)

Animated or flash ads are not allowed.

### 2. Design Service

For a £100 fee, the Oxford Jazz Festival's design studio can design your ad for the programme and/or website.

You will be responsible for providing a copy of your logo suitable for scanning, as well as the information to appear on your printed ad. The Oxford Jazz Festival will provide you with a proof of the designed ad; you will have an opportunity to make one set of changes to the ad, if necessary. Additional changes will incur additional charges.

If you have any questions about what we require to print your ad as clearly as possible, please contact

Alissa Robinson at 01865 356267 or [alissa@oxfordjazzfestival.com](mailto:alissa@oxfordjazzfestival.com)

**Please email your ad to [alissa@oxfordjazzfestival.com](mailto:alissa@oxfordjazzfestival.com)**

**[www.OxfordJazzFestival.com](http://www.OxfordJazzFestival.com)**

Marketing and Public Relations  
Max Mason  
[max@oxfordjazzfestival.com](mailto:max@oxfordjazzfestival.com)

Music and Venues  
Paul Jefferies  
[paul@oxfordjazzfestival.com](mailto:paul@oxfordjazzfestival.com)

Website and Print Design  
Alissa Robinson  
[alissa@oxfordjazzfestival.com](mailto:alissa@oxfordjazzfestival.com)

Betteshanger House, High Street, Longworth, Oxfordshire OX13 5DU