

## Carolina and Virginia Festivals Magazines

are published quarterly and are complete guides to festivals, fairs, tours, pilgrimages, arts and crafts shows, rodeos and rendezvous, historical reenactments, pow-wows, auto, boat and RV shows, antique fairs and exhibitions — both annual and ongoing in their respective states.

Featuring an extensive calendar and locator guide, as well as regular features and articles on places and events to visit as well as things to do. Festival Magazines are handy and popular resources for tourists, travelers, shoppers, artisans, vendors, musicians and concessionaires.

Both magazines are distributed statewide through paid subscriptions, newsstand sales and through a Complimentary Distribution Program.

### Distribution Points include:

- Subscribers
- Newcomer Organizations
- State, Regional & Local Welcome Centers
- Festival Sites
- Convention and Visitor Bureaus
- Selected Restaurants & Tourist Stops
- Chambers of Commerce

### Free Calendar Listing for Your Event

Both magazines provide a free listing by date for all festivals, fairs, special events in North Carolina, South Carolina and Virginia.

To be listed, enter your event on our website - [www.festivalnews.info](http://www.festivalnews.info) or email [editor@ecpub.net](mailto:editor@ecpub.net) with your event information.

**Go here to enter your event calendar information:**



★ [www.festivalnews.info](http://www.festivalnews.info) ★

(800) 357-0121 • Fax: (276) 739-0015

email: [info@festivalnews.info](mailto:info@festivalnews.info)

Echo Charlie Publishing, Inc.

## 2015-2016 ADVERTISING RATES

Space / Unit Size	One Time Price Per Issue	Two Times Price Per Issue	Four Times Price Per Issue
Front Cover	\$1,525.00	\$1,425.00	
Back Cover	\$1,350.00	\$1,275.00	
Full Page	\$1,225.00	\$1,125.00	\$1,025.00
2/3 Page	\$920.50	\$885.50	\$835.50
1/2 Page	\$740.50	\$725.50	\$695.50
1/3 Page	\$505.50	\$485.50	\$455.50
1/4 Page	\$395.00	\$370.50	\$355.50
1/6 Page	\$285.50	\$270.50	\$260.50
1/8 Page	\$215.00	\$205.50	\$195.50
1/12 Page	NA	\$155.50	\$135.50
Map/Calendar			\$55.00
Map/Calendar/Photo			\$105.00

All advertising rates are net.

**All display advertisers are placed on the appropriate Centerfold Map and highlighted in the calendar.**

## AD DIMENSIONS

Ad Size	Specifications
Full Page	7.5" W x 9.625" H
2/3 Page	5.75" W x 8.5" H
1/2 Page Horizontal	7.5" W x 4.75" H
1/2 Page Vertical	3.65" W x 9.625" H
1/3 Page Horizontal	7.5" W x 3.125" H
1/3 Page Vertical	3.65" W x 6.25" H
1/4 Page Horizontal	3.65" W x 4.75" H
1/4 Page Vertical	1.75" W x 9.65" H
1/6 Page	3.65" W x 3.125" H
1/8 Page Horizontal	3.65" W x 2.275" H
1/8 Page Vertical	1.75" W x 4.75" H
1/12 Page	1.75" W x 3.125" H
1/16 Page	3.65" W x 1.125" H

All ads are four color process (4C).

**For best quality all black text 8 pt or smaller should be single color black, not four color process.**

## DIGITAL SPECIFICATIONS

We accept advertisements in several formats: PDF, InDesign, JPG and TIFF (min. 200 DPI). PDFs must have fonts embedded, and all graphics within the original layout must be in either grayscale or CMYK color mode.

FTP site available for large files (over 20 MB).

## PUBLISHING SCHEDULE 2015-2016

Issue	Closing Date	Mailing Date
<i>Carolina Festivals Magazine</i>		
FALL 2014 - Sep/Oct/Nov/Dec	Jul 31, 14	Aug 25, 14
WINTER 2015 - Jan/Feb	Nov 28	Dec 23
SPRING 2015 - Mar/Apr/May	Feb 1	Feb 24, 15
SUMMER 2015 - Jun/Jul/Aug	Apr 30	May 23
FALL 2015 - Sep/Oct/Nov/Dec	Jul 31	Aug 25
<i>Virginia Festivals Magazine</i>		
FALL 2014 - Sep/Oct/Nov/Dec	Jul 31	Aug 25
WINTER 2015 - Jan/Feb	No Winter Issue	
SPRING 2015 - Mar/Apr/May	Feb 1	Feb 24
SUMMER 2015 - Jun/Jul/Aug	Apr 30	May 23
FALL 2015 - Sep/Oct/Nov/Dec	Jul 31	Aug 25

## AD SUBMISSION & PROOFS

Magazine publisher will, at advertiser's request, produce the ad at no charge. This service includes, but is not limited to, halftones, typesetting and layout design.

Ad proofs are provided prior to publication at specified email address or fax number.

Ads may be submitted via email to:

**[publisher@ecpub.net](mailto:publisher@ecpub.net)**

## CLASSIFIED ADS

Classified ads are located exclusively on our website – [www.festivalnews.info](http://www.festivalnews.info) – and are actively marketed via an email newsletter to over 5,000 top artisans, crafters and vendors.

- Event seeking artisans, crafters, vendors/ - \$55 per classified, each issue. (includes Locator Map listing)
- Vendor Selling item or equipment/ - \$75 until it sells.

All classified ads must be prepaid at time of order.

Ads may be submitted to [publisher@ecpub.net](mailto:publisher@ecpub.net)  
Amex, Discover, Master Card, Visa accepted.

## TERMS: DUE UPON RECEIPT

Rates are for display space rental only, based upon camera ready copy. Multiple insertion discounts apply to ads of the same size throughout the contract period.

If for any reason an ad is canceled prior to completion of the contract period, advertiser will be billed for discounts taken but not earned.

Invoice is sent as confirmation of insertion order, subject to credit verification. Payment is due upon receipt.

*Payment over 90 days past due will be charged 2% interest per month on unpaid balance, plus any collection fees.*

## FEATURE YOUR EVENT, TOWN OR BUSINESS

BECOME A FEATURED EVENT ON OUR AWARD-WINNING WEBSITE

**[www.festivalnews.info](http://www.festivalnews.info)**



Your Featured Event will have it's own page on our award-winning website with two photos and an article of any length. The page will be hotlinked to your website and you may place download links on the page as well (eg, for vendor and/or sponsor pdf applications).

Over the past 15 years we have established a strong, active marketing program via an email newsletter to four different groups: SE and East Coast Media (feature editors, travel writers, etc.), tourism/travel professionals/event planners, artisans/crafters/vendors and event attendees.

We have over 21,000 newsletter recipients on our email lists which are updated daily. While we do not charge anyone to receive the informative and entertaining newsletter they must opt in.

In addition Featured Events and Places are displayed in a festival magazine on the Centerfold Map each issue and highlighted in the Calendar of Events. Magazine editorial is also available.

**Featured Event - Featured Town/Venue**  
**Featured Business - Featured Entertainer**

3 months: \$180.00 ..... 9 months: \$285.00  
6 months: \$230.00 ..... 12 months: \$390.00

## AGENCY

All prices shown are net. No commission paid on accounts remaining unpaid after 30 days from invoice date. No commission paid on multiple-issue ad specials.