

2012-2013 ADVERTISING RATES

Great Places and Events

EC Publishing

publishers of

Carolina Festivals, Virginia Festivals
and Virginia Field Trips Guide

EC Publishing magazines —

Carolina Festivals and **Virginia Festivals**
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
expositions — 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, craftsmen, vendors, musicians and
concessionaires.

Carolina Festivals and **Virginia Festivals**
are distributed statewide through paid subscriptions,
newsstand sales and through a Complimentary
Distribution Program.

Distribution Points include:

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

Free Calendar Listing for Your Event

EC Publishing provides a free listing by date for all
festivals, fairs, special events in North Carolina, South
Carolina, Virginia, Tennessee and Kentucky. To be listed visit
our website calendar at www.festivalnews.info or email us
at info@festivalnews.info.

Your Guide to Great Places and Events

Kentucky Festivals & Events and

Tennessee Festivals & Events guides are also available.

Contact Jerlene Rose at (606) 663-1011

or email: jerlene@kytenn-festivals.com.

PO BOX 845
ARLINGTON, VIRGINIA 22212

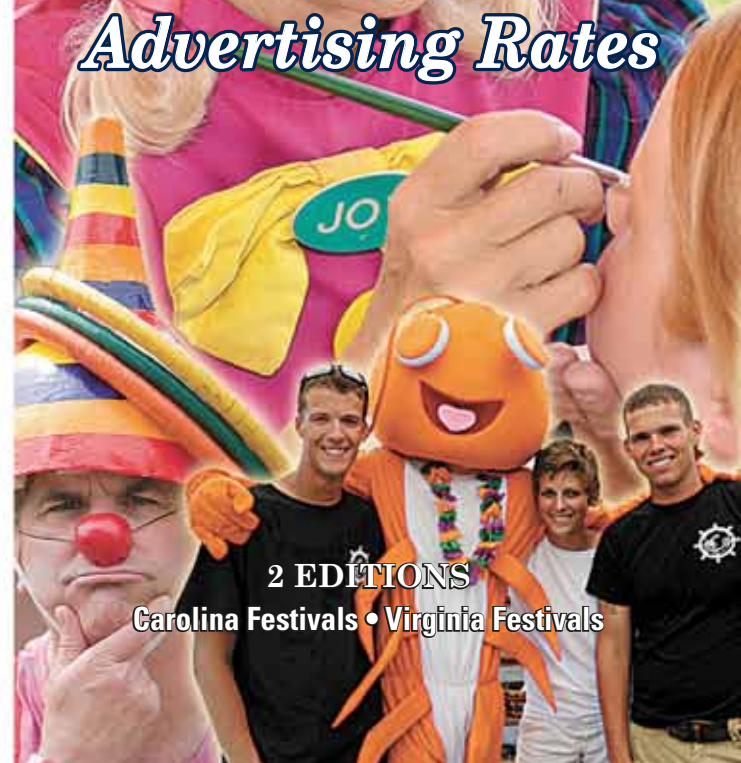
and Virginia Field Trip Guide

EC Publishing
festival magazines
and Virginia Field Trip Guide



Festival & Events
EC Publishing, Inc. Effective January 2012
2012-2013 **Magazines**

Advertising Rates



2 EDITIONS

Carolina Festivals • Virginia Festivals

★ www.festivalnews.info ★

(800) 357-0121 • Fax: (276) 739-0015

email: info@festivalnews.info

Echo Charlie Publishing, Inc.

2012-2013 ADVERTISING RATES

Space / Unit Size	1x Rate <i>per insertion</i>	2x Rate <i>per insertion</i>	4x Rate <i>per insertion</i>
Front Cover	\$1,475.00	\$1,375.00	
Back Cover	\$1,325.00	\$1,250.00	
Full Page	\$1,175.00	\$1,075.00	
2/3 Page	\$895.50	\$875.50	\$825.50
1/2 Page	\$715.50	\$685.50	\$665.50
1/3 Page	\$475.00	\$455.00	\$425.50
1/4 Page	\$365.00	\$345.50	\$325.50
1/6 Page	\$265.50	\$255.50	\$245.50
1/8 Page	\$195.00	\$185.50	\$175.50
1/12 Page	\$155.00	\$138.50	\$125.00
1/16 Page	\$94.50	\$90.50	\$85.50
Centerfold Map Page Sponsor			\$895.00
Map/Calendar			\$45.00

All advertising rates are net.

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).

DIGITAL SPECIFICATIONS

For best quality all black text should be single color black, not four color process for best quality. Whenever possible, we prefer to receive your advertisement as an Adobe Acrobat PDF file. PDFs must have fonts embedded, and all graphics within the original layout must be in either grayscale or CMYK color mode. Tiff or jpg files are also acceptable (min. 200 DPI). FTP site available.

AD SUBMISSION & PROOFS

EC Publishing will, at the advertiser's request, produce the ad. This service includes, but is not limited to, halftones, typesetting and layout design.

All production work will be billed to the advertiser at cost. Cost estimation on request.

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

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

Ads may be submitted via email to:
publisher@ecpub.net

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.



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.

CLASSIFIED ADS

\$2.00 per word, minimum 20 words. Same ad running 3-6 consecutive issues: \$1.25 per word per issue. All classified ads must be prepaid at time of order. Amex, Discover, Master Card, Visa accepted. All newspaper classifieds appear on our website as well.

PUBLISHING SCHEDULE 2012-2013

Issue	Closing Date	Mailing Date
<i>Carolina Festivals</i>		
FALL 2012 - Sep/Oct/Nov/Dec	Jul 30, 2012	Aug 23
WINTER 2013 - Jan/Feb	Oct 30, 2012	Nov 23
SPRING 2013 - Mar/Apr/May	Jan 31, 2013	Feb 22
SUMMER 2013 - Jun/Jul/Aug	Apr 30, 2013	May 23

Virginia Festivals

FALL 2012 - Sep/Oct/Nov/Dec	Jul 30, 2012	Aug 23
WINTER 2013 - No Winter Issue		
SPRING 2013 - Mar/Apr/May	Jan 31, 2013	Feb 22
SUMMER 2013 - Jun/July/Aug	Apr 30, 2013	May 23

BE A FEATURED EVENT ON www.festivalnews.info

Active marketing via eNewsletter to four important groups: media in SE and East Coast, tourism professionals/event planners, attendees and, if desired, to thousands of top artisans and vendors who have signed up to receive information about your event.

Featured Event - Featured Town/Attraction - Featured Business

4 month: \$170.00	8 month: \$285.00
6 month: \$230.00	12 month: \$390.00

OTHER SERVICES

Inserts — \$125 per thousand

Graphic design services available. Call for a quote.