

# 9<sup>TH</sup> ANNUAL MUSIC PEI GALA AWARDS SHOW 2010 PROGRAM ADVERTISING RATE CARD

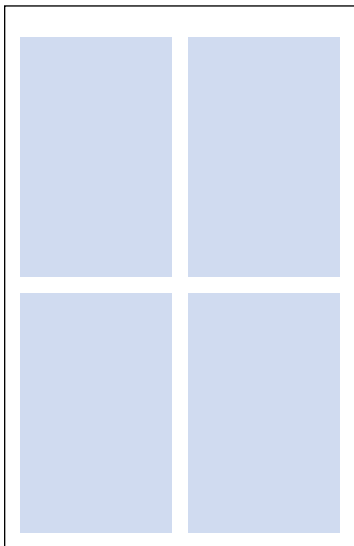
The 9th Annual Music PEI Week & Awards Gala offers numerous partnership opportunities which give businesses at all levels a chance to reach key audiences and to fulfill unique business objectives. There is a way to participate at any level.

## AD MATERIAL TECHNICAL REQUIREMENTS

Advertising materials must be supplied according to the sizing chart below in greyscale (black and white) at 300dpi. Please do **not** submit ads in CMYK or RGB. Accepted file formats are: press quality PDFs, EPS files, TIFF files, high resolution JPEGs. When submitting PDF files, please ensure fonts are properly embedded. When submitting EPS files, please outline all fonts and include any images or placed graphics. Should your files be native InDesign, Quark, FreeHand, Illustrator or Photoshop application files, please email [ads@musicpei.com](mailto:ads@musicpei.com) with file format, version and details regarding your ad prior to sending any files. We will determine if the file format is suitable. We do **not** accept Microsoft Word or Publisher files, or Corel WordPerfect, Draw or Paint files.

## AD MATERIAL SUBMISSION GUIDELINES

Files may be sent by email to [ads@musicpei.com](mailto:ads@musicpei.com). Please keep attachment sizes under 10MB. We accept zipped or stuffed compressed archives. If your attachment exceeds 10MB, consider using a service like YouSendIt ([www.yousendit.com](http://www.yousendit.com)) or emailing a link to a shared DropBox file ([www.dropbox.com](http://www.dropbox.com)). FTP information available upon request.



### AD SPECS SIZING CHART

**Page Size:** 5.5" by 8.5"

**Ad Area:** 5" by 7.75"

**Ad Size:** 1/4 page only at 2.375" by 3.75"

## DEADLINES

Closing date for reserving ad space is January 12 by 5:00pm and advertisement materials is January 15 by 5:00pm.

## ADVERTISING RATES

\$250 for one 1/4 page greyscale ad (see sizing chart below).

## DISTRIBUTION

Complimentary distribution to approximately 800–900 Awards Gala delegates, nominees and attendees.

## CONTACT INFORMATION

For more information about advertising opportunities in the 2010 Awards Gala Program, please contact:

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