



**CARMEL
BACH
FESTIVAL**

PROGRAM MEDIA KIT



MEDIA KIT

Carmel Bach Festival Program Book

The Carmel Bach Festival Program Book is given to all Festival attendees. The book contains all relevant concert information, with the addition of texts and translations and totals nearly 150 pages. The circulation is now 4,500-5,000, meaning many of the Monterey Peninsula's most influential residents will have multiple exposures to your advertising message.

The Festival's mission is to celebrate the works, inspiration, and ongoing influence of Johann Sebastian Bach worldwide by immersing audiences in a festival experience.

OUR STATISTICS

WEBSITE
9,000 Monthly Visitors

FACEBOOK
6,200+ Fans

INSTAGRAM
2,100+ Followers

EMAIL
16,000 Subscribers

GLOBAL REACH
We welcome Patrons yearly from Europe, Asia, Latin America, and all over the United States. 18% of all Patrons come from outside of California.



ABOUT OUR PATRONS

1,500 Yearly festival

14,000 Total Patrons

\$230,000

Average Household Income of a Festival

54% Reside in Monterey County

Reside in other parts of California 31%

71
Average Age

95%
Dine at a restaurant

30%
Stay overnight in a hotel during the festival

90%
College Grads

ADVERTISING RATES

STANDARD RATES

FULL PAGE – \$1,500

HALF PAGE – \$1,000

QUARTER PAGE – \$600

PREMIUM AD PLACEMENTS

BACK COVER (FULL PAGE, COLOR) – \$3,000

INSIDE FRONT COVER (FULL PAGE, COLOR) – \$2,000

INSIDE BACK COVER (FULL PAGE, COLOR) – \$1,700

CENTER SPREAD (TWO FULL PAGES, COLOR) – \$3,200

PAGE OPPOSITE TABLE OF CONTENTS (FULL PAGE, COLOR) – \$2,000

PAGE OPPOSITE MUSICIAN ROSTER OR DONOR LISTINGS (FULL PAGE, COLOR) – \$1,600

DISCOUNTS & BUNDLE DEALS

NON-PROFIT DISCOUNT: 10% off standard and premium ad placements (for registered 501(c)(3) organizations)

MULTIPLE ADS DISCOUNT:

- Buy two full-page ads – Save 10%
- Buy three or more full-page ads – Save 15%

SUBMISSION GUIDELINES

DEADLINE FOR SPACE RESERVATION: May 1, 2025

DEADLINE FOR AD SUBMISSION: May 15, 2024

SUBMIT ADS TO: becca@bachfestival.org

AD SIZE & DIMENSIONS

ALL DIMENSIONS LISTED AS WIDTH X HEIGHT IN INCHES

STANDARD AD SIZES

- Full Page (with bleed): 8.75" x 11.25" (includes 0.125" bleed on all sides)
- Full Page (trim size): 8.5" x 11"
- Full Page (safe zone): 8" x 10.5"
- Half Page (Horizontal): 7.5" x 4.875" (no bleed required)
- Quarter Page (Vertical): 3.625" x 4.875" (no bleed required)

PREMIUM PLACEMENT AD SIZES

(All full-page premium ads must follow the full-page bleed specs: 8.75" x 11.25")

- Back Cover: Full Page w/ Bleed
- Inside Front Cover: Full Page w/ Bleed
- Inside Back Cover: Full Page w/ Bleed
- Center Spread (Two Full Pages, with bleed): 17.25" x 11.25" (trim size is 17" x 11")
- Page Opposite Table of Contents: Full Page w/ Bleed
- Page Opposite Artist Roster or Donor Listings: Full Page w/ Bleed

THE FOLLOWING GUIDELINES SHOULD BE FOLLOWED WHEN CREATING

Preferred File Format: PDF/X-1a file

1. All high-resolution images must be included.
2. CMYK or Grayscale only. No spot colors. Convert all spot colors to CMYK.
3. Save images in TIFF or EPS format.
4. Resolution of 300 dpi for all submitted images and files.
5. All ads must have position marks for non-bleed ads; trim and bleed marks for bleed ads.
6. Files must comply with SWOP standards.
7. Knockout type should be no smaller than 7 pt.
8. We prefer that SPREADS are prepared as two separate full-page ads to ensure proper bleed. (See full page bleed dimensions.)
9. Only one ad is included per PDF/X-1a file.
10. Color proofs are not required.
11. Ads created in an unacceptable format cannot be accepted and will need to be resubmitted or recreated.
12. All ads submitted should be suitable to print as is.

CONTACT

Becca Lancaster
Director of Marketing
(831) 624-1521 ext. 108 | becca@bachfestival.org