

# 2024

JUNE 6TH-9TH | MILLENNIUM PARK

## CHICAGO

# Blues Festival

OFFICIAL PROGRAM MEDIA KIT



**DCASE**

Department of Cultural Affairs  
and Special Events

CONTACT: CHICAGO JAZZ PUBLISHING  
773-927-0396 | [INFO@CHICAGOJAZZ.COM](mailto:INFO@CHICAGOJAZZ.COM)  
SPACE RESERVATIONS: APRIL 29 | MATERIALS: MAY 3



PHOTO BY CHRISTINE JEFFERS

## THE CHICAGO BLUES FESTIVAL

Now is your opportunity to advertise to tens of thousands of music fans weeks ahead of the festival as well as on-site at the Chicago Blues Festival in Millennium Park June 6-9, 2024!

Chicago Jazz Publishing is thrilled to once again work with the Department of Cultural Affairs and Special Events to create a one-of-a-kind interactive guide that combines the best of online and print elements. With our unique guide, blues fans will maximize their festival experience leading up to the fest and get the most out of their time at the event.

Beginning May 1st our interactive guide will provide invaluable features, including video and podcast interviews with artists, insider tips on must-see shows before and after the festival, an informative travel and dining guide, and much more. With the Chicago Blues Festival Guide, blues fans will have everything they need to plan the perfect festival weekend and create unforgettable memories.

At the fest the glossy program guide will be distributed for FREE throughout the festival, providing attendees with essential information such as performance schedules, stage locations, and artist biographies. As a must-have resource for festival-goers, your ad will be seen by many. But that's not all - the program book will also feature QR codes that seamlessly link readers to the online guide. This means your ad will not only be seen by those at the festival, but also by those who access the online guide for more interviews, features, and information about the festival and the Chicago Blues Scene.

Don't miss out on this opportunity to expand your reach and advertise at the Chicago Blues Festival. The deadline is approaching on May 3rd for reservations so let's discuss how we can help to advertise your business at Chicago's largest jazz event of the year!

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# Advertising Rates and Ad Sizes

## COVER POSITIONS

OUTSIDE BACK COVER - \$1850  
INSIDE FRONT COVER - \$1,500 | INSIDE BACK COVER - \$1,500

Includes Digital Ad Package  
1 Dedicated E-blasts, 1 Social Media Posts – FB & IG  
BluesFestGuide.com – Homepage & Blues Fest Schedule Banner Ad (\$1500 Value)

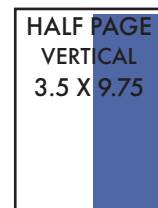
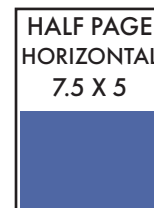
## INSIDE POSITIONS

FULL PAGE WITH BLEED 8.75 X 11.25 | 4C \$1250  
FULL PAGE WITHOUT BLEED 7.75 X 10.25 | 4C \$1250

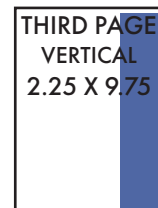
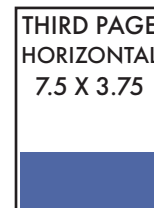


Includes Digital Ad Package:  
1 Dedicated E-blast, 1 Social Media Post Dedicated Post – FB & IG  
BluesFestGuide.com – Blues Fest Schedule Banner Ad (\$850 Value)

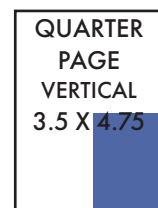
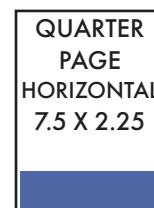
HALF PAGE HORIZONTAL 7.5 X 5  
HALF PAGE VERTICAL 3.5 X 9.75  
4C \$950 | \*Digital Package



THIRD PAGE HORIZONTAL 7.5 X 3.75  
THIRD PAGE VERTICAL 2.25 X 9.75  
4C \$825 | \*Digital Package



QUARTER PAGE HORIZONTAL 7.75 X 2.25  
QUARTER PAGE VERTICAL 3.5 X 4.75  
4C \$650 | \*Digital Package



\* Dedicated Social Media Post – FB & IG  
Banner Ad on Artist Bio Page (\$450 Value)

## **DIGITAL FILE REQUIREMENTS**

Digital files are accepted on via email at [mike@chicagojazz.com](mailto:mike@chicagojazz.com). Acceptable file formats include: PDF, JPEG, EPS or PNG. Fonts must be converted to outlines and files should be converted to CMYK. Your artwork should be the exact size of your ad, with a resolution of 300 dpi or higher.

## **GENERAL POLICIES**

All advertisers and/or their advertising agencies assume total and complete liability for the copy in their advertisements. The same standards apply to ensure advertisements do not infringe on the trademark or copyright of others. The advertisers and/or their agencies hold the Publisher harmless from any and all liabilities and claims which may arise from such infringement and agrees to indemnify and to reimburse the Publisher for any costs incurred by the Publisher as a result of said infringement. Advertisers assume complete responsibility for copy and artistic content.

## **CONFIRMATION AND PAYMENT POLICY**

Because of the demand for advertising in the Chicago Jazz Festival Program Book, payment along with a signed insertion order is required to secure the reservation. Payments can be made with QuickPay with Zelle, Visa or Mastercard.

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