

2023

JUNE 8TH-11TH | MILLENNIUM PARK

CHICAGO

Blues Festival

OFFICIAL PROGRAM MEDIA KIT



DCASE

Department of Cultural Affairs
and Special Events

CONTACT: CHICAGO JAZZ PUBLISHING
773-927-0396 | MIKE@CHICAGOJAZZ.COM
SPACE RESERVATIONS: MAY 5 | MATERIALS: MAY 12



PHOTO BY CHRISTINE JEFFERS

THE 39TH ANNUAL 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 39th Chicago Blues Festival in Millennium Park June 8-11, 2023!

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 website BluesFestGuide.com will go live and 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 every-thing they need to plan the perfect festival weekend and create unforgettable memories.

On May 26th the official digital program guide will be available on BluesFestGuide.com and at the fest the glossy program guide will be distributed for FREE throughout the festival. The program will provide 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 April 28th for reservations so let's discuss how we can help to advertise your business at Chicago's largest jazz event of the year!

CONTACT: CHICAGO JAZZ PUBLISHING
773-927-0396 | MIKE@CHICAGOJAZZ.COM
SPACE RESERVATIONS: MAY 5 | MATERIALS: MAY 12

Advertising Rates and Ad Sizes

COVER POSITIONS

OUTSIDE BACK COVER - \$1850 (SOLD)
INSIDE FRONT COVER - \$1,500 (SOLD) | INSIDE BACK COVER - \$1,500
* Includes Premium Digital Ad Package

FULL PAGE

FULL PAGE WITH BLEED 8.75 X 11.25 | 4C \$1250

* Premium Digital Ad Package:

1 Dedicated E-blast,
1 Dedicated Social Media - FB & IG
Banner ad on BluesFestGuide.com (May 1st - June 30, 2023)
Listing on Chicago Blues Calendar with link to Website
Inclusion in all E-Blasts/Social Posts promoting Pre & Post Fest Shows (\$1500 Value)

INSIDE POSITIONS

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

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

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

* Standard Digital Package:

1 Dedicated Social Media Post – FB & IG
Listing on Chicago Blues Calendar with link to Website
Inclusion in all E-Blasts/Social Posts promoting Pre & Post Fest Shows
Banner Ad on Daily Blues Schedule Page (\$850 Value)

CONTACT: CHICAGO JAZZ PUBLISHING
773-927-0396 | MIKE@CHICAGOJAZZ.COM
SPACE RESERVATIONS: MAY 5 | MATERIALS: MAY 12

DIGITAL FILE REQUIREMENTS

Digital files are accepted on via email at 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 Visa, Mastercard, AMEX or Zelle, PayPal.

**CONTACT: CHICAGO JAZZ PUBLISHING
773-927-0396 | MIKE@CHICAGOJAZZ.COM
SPACE RESERVATIONS: MAY 5 | MATERIALS: MAY 12**