

CITY OF ATLANTA OFFICE OF CULTURAL AFFAIRS



**PRESENTS
THE 2009
MUSIC FESTIVAL PROGRAM
ADVERTISING OPPORTUNITIES**



**Memorial Day Weekend
Historic Grant Park
May 23 - 25, 2009**



CITY OF ATLANTA

**SHIRLEY FRANKLIN
MAYOR**

675 PONCE DE LEON AVE, 5TH FLOOR
ATLANTA, GEORGIA 30308

(404) 817-6815 -Fax (404) 817-6827

Website www.bcaatlanta.com

DIANNE HARNELL COHEN
COMMISSIONER
DEPARTMENT OF PARKS, RECREATION
AND CULTURAL AFFAIRS

CAMILLE RUSSELL LOVE
DIRECTOR
OFFICE OF CULTURAL AFFAIRS

January 5, 2009

Dear Sir/Madam:

The City of Atlanta Office of Cultural Affairs will produce the 32nd Annual Atlanta Jazz Festival during Memorial Day weekend.

Please consider advertising your company in the Festival Program Guide. More than 25,000 program guides will be distributed to key consumer locations - restaurants, hotel concierge desks, art galleries, beauty salons and barber shops - throughout Metro Atlanta.

ABOUT THE ATLANTA JAZZ FESTIVAL

The Atlanta Jazz Festival is regarded as one of the country's largest free jazz festivals with over 300,000 participants. For more than 30 years, the Atlanta Jazz Festival has showcased some of the most admired jazz artists in the world. The three-day festival in Historic Grant Park will be the culmination of 31 days of jazz programming at venues throughout the city during the month of May.

WHY SHOULD YOU ADVERTISE

- Reach your target market instantly
- Extensive advertising and marketing plan from April through May

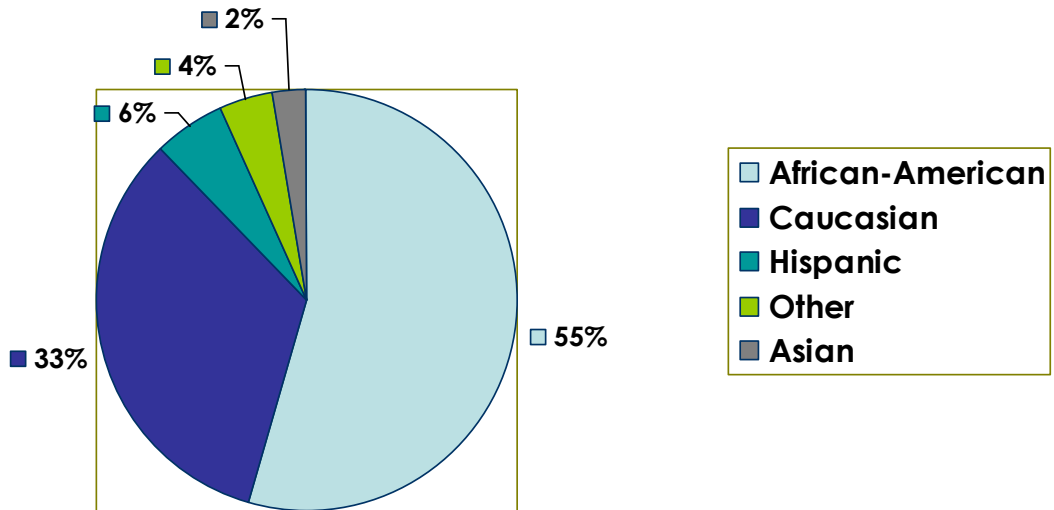
Enclosed for your perusal is a rate sheet and demographics for the festival. Reserve your ad space today by filling out the insertion order form and faxing it to Twana Rigsby, Advertising Sales Consultant, at 404-629-6124. If you have questions please contact Twana at 404-819-0063. Thank you for your consideration.

Sincerely,

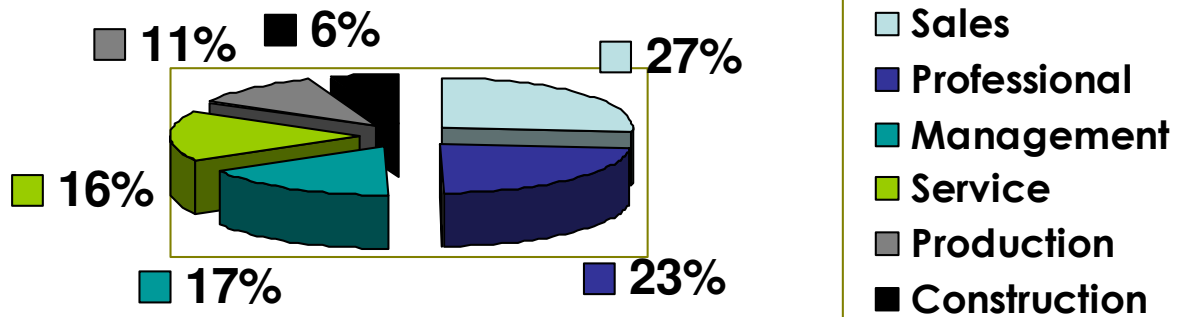
Camille Russell Love
Director
City of Atlanta Office of Cultural Affairs

ATLANTA DEMOGRAPHICS

Atlanta Diversity



Atlanta Employment



FESTIVAL DEMOGRAPHICS



**Memorial Day Weekend
May 23 - 25, 2009
Historic Grant Park**

EDUCATION

- 90% attended college

INCOME

- 43% have a household income of \$50,000+
- 28% household income between \$35,000 - \$50,000
- 44% own their own homes
- 95% own at least one credit card

AUDIENCE

- 43% are between 45 - 75, equally male and female
- 57% are between 25 - 44
- 65% African-American

The Atlanta Jazz Festival Program Guide will be distributed one month prior to the festival, which is scheduled during Memorial Day weekend in Historic Grant Park.

Program Guide highlights include:

- 31 Days of Jazz Calendar
- Jazz Education Workshops
- Main Stage Artists Profiles
- Future of Jazz Artists Profiles



The Atlanta Jazz Festival is produced by the City of Atlanta Office of Cultural Affairs, a division of the Department of Parks, Recreation & Cultural Affairs.

2009 RATES

COMPANY & BUSINESS RATES

AD SIZE ALL COLOR ADS	AJF	AD DIMENSIONS
INSIDE FRONT COVER (Based upon Availability)	\$2,500	W 5.625 x H 8.75
FULL PAGE	\$1,500	W 5.625 x H 8.75
HALF PAGE	\$950	W5.5 X H4.25
QUARTER PAGE	\$750	W 2.75 x H 4.25

NON PROFIT RATES

AD SIZE ALL COLOR ADS	AJF	AD DIMENSIONS
FULL PAGE	\$700	W 5.625 x H 8.75
HALF PAGE	\$500	W5.5 X H4.25
QUARTER PAGE	\$300	W 2.750 x H 4.25

ELECTRONIC PREPRESS REQUIREMENTS

To insure high quality program ads please supply materials in one of the following formats:

- Electronic Files – HI Resolution PDF Files Preferred
- Quark 4.0 (higher) include postscript fonts & supporting art in Quark 4.0 or higher file, 300 DPI or higher
- Photoshop 6.0 – 4 color should be .eps or tiff (CMYK ONLY / No RGB FILES ACCEPTED)
- Adobe Acrobat 5.0 .PDF (optimized for press not screen)
- Media: CD – Rom
- Applications: Page layout/Quark Express 4.0 or higher - illustrations/Adobe illustrator 7.0 & Photoshop 6.0 or original Artwork to scan

CONTRACT REGULATIONS

- All materials submitted for publication become the property of The City of Atlanta Office of Cultural Affairs
- Festival Management reserves the right to correct or reject any advertising material submitted for publication
- Ad placement inside of the program guide is at the discretion of festival management
- Non profit organizations must submit a **501 (c) 3** letter

The advertiser guarantees that the product/service advertised is true and accurate. The advertiser and its agency, if any, signify that they are fully authorized and licensed to use:

- Any trademark, copyright, or otherwise private materials



The Atlanta Jazz Festival is produced by the City of Atlanta Office of Cultural Affairs, a division of the Department of Parks, Recreation & Cultural Affairs.

- Names and/or images of persons living or dead
- Any testimonials contained in an advertisement submitted by or on behalf of the advertiser and the advertisement is neither an invasion of privacy nor unlawful to any third party

CANCELLATIONS

Cancellation requests must be made in writing to The City of Atlanta Office of Cultural Affairs and received 30 days prior to the ad deadline. A 15% administration fee will be charged.

ADVERTISING DEADLINE AND PAYMENT PROCEDURE

**ATLANTA JAZZ FESTIVAL ADS & PAYMENT ARE DUE:
MONDAY, MARCH 9, 2009**

You may email your ad material to: twana@therigsbygroup.com

Please make check payable to **City of Atlanta Office of Cultural Affairs** and mail to:

**CITY OF ATLANTA OFFICE OF CULTURAL AFFAIRS
2009 Music Festival Programs
675 Ponce de Leon Avenue
5th Floor
Atlanta, Georgia 30308
Attn: Twana Rigsby
404.819.0063**



The Atlanta Jazz Festival is produced by the City of Atlanta Office of Cultural Affairs, a division of the Department of Parks, Recreation & Cultural Affairs.

2009 INSERTION ORDER FORM

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CORPORATE AD RATES	AJF	CIRCLE SELECTION & LIST COST HERE
INSIDE FRONT COVER (Upon Availability)	\$2,500	
FULL PAGE	\$1,500	
HALF PAGE	\$950	
QUARTER PAGE	\$750	
TOTAL		

NON-PROFIT AD RATES	AJF	CIRCLE SELECTION & LIST COST HERE
FULL PAGE	\$700	
HALF PAGE	\$500	
QUARTER PAGE	\$300	
TOTAL		

AUTHORIZATION:

AUTHORIZED SIGNATURE

DATE

Select One: VISA MasterCard Money Order Check

CARD NUMBER

EXPIRATION DATE

Name as it appears on the Card

Billing Address: Street No. /City/State/Zip

PAYMENT DUE: ATLANTA JAZZ FESTIVAL: MARCH 9, 2009 ■

Invoices are due NET 30 days; Acceptable payments include Company or Organization Check, Cashiers Check, Money Order, Credit Cards - VISA or Master Card (No American Express); No Cash Payments accepted; No Cash Discounts available. Advertiser & agency are jointly liable for payment. A late fee of 1.5% will be assessed for each 15 day period after the 30 day grace period; if within 90 days of the original invoice, payment is not rendered, the undersigned shall pay all attorney's fees, court cost, and all applicable / reasonable cost of collection.

SEND PAYMENT AND AD MATERIALS TO:

City of Atlanta Office of Cultural Affairs ■ 2009 Music Festival Programs
675 Ponce de Leon Avenue, 5th Floor ■ Atlanta, Georgia 30308
Attn: Twana Rigsby ■ 404.819.0063 ■ twana@therigsbygroup.com



The Atlanta Jazz Festival is produced by the City of Atlanta Office of Cultural Affairs, a division of the Department of Parks, Recreation & Cultural Affairs.