



Published by

ECHO
MAGAZINE

For the seventh consecutive year, *Echo Magazine* is producing the one and only official **Rainbows Festival Souvenir Program**.

For exhibitor information, visit www.rainbowsfestival.com

- > **DISTRIBUTION: 17,000**
- > **15,000 IN THE SEPTEMBER 18 EDITION OF ECHO MAGAZINE, PLUS**
- > **2,000 COPIES AT THE RAINBOWS FESTIVAL, OCTOBER 4 AND 5**

Ad Type	Width x Height	Color	Price
Full Page *	5" x 8"	4-Color	\$750
Full Page *	5" x 8"	B&W	\$650
Half Page	5" x 3.875"	4-Color	\$500
Half Page	5" x 3.875"	B&W	\$400
Center Spread *	10.5" x 8"	4-Color	\$1,500
Outside Back Cover *	5" x 8.5"	4-Color	\$1,200
Inside Front Cover *	5" x 8.5"	4-Color	\$1,100
Inside Back Cover *	5" x 8.5"	4-Color	\$1,000
Page 3 *	5" x 8.5"	4-Color	\$950

*** Important note regarding full-page ads with bleed:**

Publication trim size is 5.5" x 8.5". Please add an additional 1/4" bleed to all sides. Keep copy and important images 1/2" away from edges. Please contact *Echo* at 602-266-0550 with any questions.

SPECIFICATIONS

- > For questions regarding finished ad sizes or other mechanical specifications, please contact your Sales Representative or *Echo's* Art Department. Only electronic files will be accepted; Macintosh files preferred. Acceptable programs include Adobe InDesign, Photoshop and Illustrator. Include all fonts (if not outlined) as well as any linked artwork or photos. High-resolution (300dpi) PDF files are preferred, if all fonts and artwork are embedded in the document. Other acceptable file types include: EPS, TIFF or JPEG (300 dpi). Please convert all colors to CMYK. For additional information, see *Echo's* display advertising specifications.
- > Submit ads via e-mail to artdirector@echomag.com. For files larger than 8MB, please contact your Sales Representative for our online FTP information. You may also mail a CD to P.O. Box 16630, Phoenix, AZ 85011. Typesetting, ad resizing, scanning, file manipulation, etc., will be billed at \$100 for the first hour (minimum) and \$50 each additional hour when required to convert files to proper format or to make client changes to existing files.

RESERVE YOUR SPACE TODAY!

- > Advertising reservations, materials and payments are due **Friday, August 15**. Call the *Echo* sales office today at **602-266-0550**.



ADVERTISING DEADLINE — AUGUST 15, 2007