

FULL PAGE
(BLEEDS)
8.75" x 11.25"
\$1000

FULL PAGE
(NO BLEEDS)
8.25" x 10.75"
\$1000

1/2 PAGE
VERTICAL
4.125"
x
10.75"
\$500

1/4 PAGE
4.125"
x
5.375"
\$250

1/2 PAGE
HORIZONTAL
8.25" x 5.375"
\$500

CONTACT media@kerrvillefolkfestival.org to purchase



TRIM SIZE = The actual size of the program.
(8.375" x 10.875")

BLEED AREA = The area in which all work
should extend

Any Image or colored area touching the edge of the TRIM
SIZE MUST be extended 1/8" (0.125") on all sides *beyond*
the TRIM SIZE

LIVE AREA = Where all your content should stay within,
such as Heading, Sub-Heading, Copy, Inset Photos,
Contact Info, etc. In most cases, final artwork for full-
bleed, full-page ads should be sized to 8.75" x 11.25"

Any final supplied art file without proper bleed will be
shrunk to fit in the live area, which will cause white area
all around the ad. Please keep all live material 1/4" (0.25")
from the trim on all sides. Ontwo page spreads, leave a
0.5" gutter for all live material.

FULL PAGE TRIM SIZE = 8.5" X 11" (for ads with bleeds,
add 0.125" bleed on all sides. 8.25" x 10.75" LIVE AREA, or
use FULL PAGE NO BLEED ad size).

AD SIZE

DIMENSIONS

FULL PAGE + BLEEDS	8.625" x 11.125" Trim Size: 8.375" x 10.875"
FULL PAGE (NO BLEEDS)	8.125" x 10.625"
1/2 PAGE HORIZONTAL	8.625" x 5.8125" Trim Size: 8.375" x 5.4375"
1/2 PAGE VERTICAL	4.1875" x 11.125" Trim Size: 4.1875" x 10.875"
1/4 PAGE	4.4375" x 5.4375" Trim Size: 4.1875" x 5.4375"

