



SJDJS ADVERTISING PRICING & GUIDELINES

Advertising in the Delta Rag Newsletter is a convenient, affordable way to bring your message to the music community and its supporters. The Delta Rag is a full color electronic newsletter that goes out to over 200 opt-in email subscribers each month, delivering information straight to the email in-boxes of some of the most active members of the music community. Limited quantities of print newsletters are mailed out in black & white to those without electronic means.

In addition, we can post your event as an Online Announcement at StocktonDixielandJazz.org. Your event will be placed on a single webpage under the “**Jazz Around Town**” navigation section. See monthly pricing below.

ADVERTISING - MONTHLY PRICING (Full Color or Black & White)			
SIZE	RATE	ORIENTATION	
		Portrait	Landscape
Full Page	\$75	7.5" x 10" (vertical)	
Half Page	\$50	3.6" x 10" (vertical)	7.5" x 4.8" (horizontal)
Quarter Page	\$25	3.6" x 4.8" (vertical)	7.5" x 2.5" (horizontal)
Business Card	\$15	3.6" x 2.3" (vertical)	
Online Announcement*	\$25	1 standard-sized webpage w/max of 2 hyperlinks	

Newsletter Ad Submissions

- We ask that all Ads be delivered as High-Resolution JPEG or PNG files and sized appropriately to one of the Ad sizes above.
- Advertiser must provide camera-ready artwork; the newsletter editor is unable to offer any formatting, revisions or design services.
- Ads will be placed in the newsletter as available space dictates.
- A copy of your advertisement must be received by the appropriate deadline using the electronic format.
- If you are not already a member, please provide your email address where a copy of the Newsletter can be sent to you with your Ad publication.
- Unless previous arrangements have been made, Ads should be submitted to editor@stocktondixielandjazz.org

Online (Website) Submissions (event announcements only)*

- An image or flyer of your Event announcement (if applicable) needs to be submitted as a High-Resolution JPEG or PNG file.
- The content describing your event needs to be submitted in a Microsoft Word or Text File document, single spaced. The event announcement (content) should include a title, a brief description and the date/times of your event.
- If you would like your event image/flyer to be downloadable it will need to be accessed from your own website. In that case, a redirect to your website will be required; therefore, please supply the complete URL (web address) to your webpage and a hyperlink will be set up on for redirect. A maximum of 2 (two) hyperlinks will be allowed.

Payment

Full payment is due **prior to** or **with your submission**. Send check payable to:
 San Joaquin Dixieland Jazz Society
 P.O. BOX 4746, Stockton, CA 95204

Deadline:

Deadline for Newsletter Ads and/or Online Event Announcement is 30 (thirty) days **prior** to the publication month. (For example: if the publication in which you would like your Ad to appear is for the June issue, the submission deadline would be May 1st.)

SJDJS reserves the right to run newsletter Ads as space permits and change its advertising policies and rates at any time and at the sole discretion of the Editor and the Board. SJDJS is not responsible for the content of the Ads, and reserves the right to refuse any submitted Ad or Online (website) Event Announcement.

San Joaquin Dixieland Jazz Society thanks you for your support!

(Revised May 2016)