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**RBA Publishing INC. P.O. Box 50635, Reno, NV 89513**

# NEWSLETTER RATE CARD

**Our FREE, weekly, electronic newsletter is emailed to reggae fans and industry professionals around the globe each Thursday jam-packed with new CDs, band tours, industry news, vital statistics, inspirational pieces, reggae radio airplay charts, reggae trivia and of course, upcoming reggae festivals! The opt-in mailing list is 40,000 strong and grows daily.**

**An entertaining and informative resource for those who live, love and enjoy reggae and its vibrant culture, the e-Guide captures and delivers the music, lifestyle, and spirituality that defines this unique and diverse community.**

**Easy-to-read format with colorful graphics and links for more info.**

## Advertising Options & Rates

Your banner ad will run on every page on our website (over 120 pages) and will be linked to your own website.

<b>Square Banner</b>		125 x 125px 12KB, .gif/.jpg	\$25/ per week, 4 weeks min	
<b>Double Banner</b>	vertical	125 x 250px 24KB, .gif/.jpg	\$40/ per week, 4 weeks min	
<b>Triple Banner</b>	vertical	125 x 375px 36KB, .gif/.jpg	\$55/ per week, 4 weeks min	
<b>Billboard Banner*</b>	horizontal	468 x 60px 36KB, .gif/.jpg	\$55/ per week, 4 weeks min	<i>*for Festivals Only</i>

Prices above are for one-frame banners, (multi-frame banner not allowed on e-Guide).

**Design:** there is an additional one-time production fee of \$35 if we create your banner.

**Submission:** Name your banner: "your-business-name.gif", and email to: [advertising@ReggaeFestivalGuide.com](mailto:advertising@ReggaeFestivalGuide.com)

## Promotions

**Text, links and images. Send Press Releases, Reviews (Song, Book, DVDs), Festival/Band/Tour announcements, etc. 1000 words max plus up to two (2) images in .jpeg format. Be sure to include your links and contact info in the text. Be sure to include a proper full sentence title with a verb.**

\$55 for one-time announcement. Your article/press release/promotion will also appear on [www.ReggaeFestivalGuide.com](http://www.ReggaeFestivalGuide.com) website at no additional charge.

## New Song/CD Release Promotion with Sound

**Get your song out there to be heard by 40,000 reggae fans and industry professionals.**

Send:

- Name of CD or DVD, Name of song, Release date
- 500 words max. description
- 1 MP3 (no other formats accepted)
- low resolution jpeg attached (no other formats accepted)
- \$55 for one-time New Song/Release Promo.

## Custom e-Blast

**Your marketing message to our database.**

Reach our e-Guide subscribers with your own personalized marketing message/announcement/ newsletter.

Get creative! Your Custom e-Blast can include text, links, videos, and mp3s, etc.

Your name and email address will be seen by readers in their inbox. Responses from the reader can go directly to you.

\$290 if customer supplies HTML. Add \$75 production fee if we create the marketing piece.

**DISCLAIMER:** Although we pay close attention to every ad that we receive, we are not responsible if it is sent incomplete or incorrectly.