



P.O. Box 166  
Matlacha, FL. 33993  
[www.SWFBS.org](http://www.SWFBS.org)

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### PROMOTING YOUR EVENT WITH THE SWFBS

#### FEATURED CONCERTS, EVENTS, ARTISTS AND VENUES:

“Our Featured Page”, will from time to time host a variety of interests including, Artists, Venues, Concerts, Festivals and Music. Thereby providing emphasis to promote those included on the “featured page” or its links and sub-links. This page and connecting pages will include the opportunity for a link back to your site, or page of choice.

“Relevance” back-links are extremely important to your overall website rankings, not to mention high visibility on our featured page at, [SWFBS.org](http://SWFBS.org).

**AD BUILDING SUGGESTION:** to help reduce your graphics design work, you should build your Newsletter banner, at least 600 pixels wide, by 800 pixels high (800 pix height is optional) and we will scale it down to an appropriate size for our website design. File formats, (pdf, psd, png, jpg (300-dpi if possible)). We will do our best to work around whatever you have. Low resolution graphics (72 dpi) should be large format files.

#### SWFBS Members:

3 Months \$100.00 – Donation supporting Music Education  
2 months \$75.00 – Donation supporting Music Education  
1 Month \$ 50.00 - Donation supporting Music Education

Basic Package: Includes 1 Featured Newsletter article, currently distributing directly to 1,000 (+-) people.

Additional newsletter postings are \$25.00 ea. (time permitting) your graphics and event detail is required for all digital postings.

Need help with your graphics. Contact Jerry Tolliver, [jerry@swfbs.org](mailto:jerry@swfbs.org)

As a “**Venue Member**” you’re automatically included in our weekly e-Blasts, a listing of primarily South/Southwest Florida Gigs, You’ll also find your shows posted on our “Calendar of Events” page, (based on your timely submission).

As a Venue member your business is identified on our "Venue" page with a back-link to your site.

**All Non-Member Promotions:**

3 Months \$150.00 - Donation supporting Music Education  
2 months \$125.00 - Donation supporting Music Education  
1 Month \$ 100.00 - Donation supporting Music Education

Basic Package Includes 1 Featured Newsletter article, currently distributing directly to 1,000 (+-) people. "Your graphics"  
**See the Descriptions above for graphics submissions.**

- Additional newsletter postings \$35.00 ea. (time permitting) your graphics and event detail is required for all digital postings.
- Need help with your graphics. Contact Jerry Tolliver, [jerry@swfbs.org](mailto:jerry@swfbs.org)

**Additional Postings Include:**

- Our Weekly Gigs list, and Event Calendar)
- These promotions are also included on our Facebook page...
- <https://www.facebook.com/swflblues/>

**Note:** all promotional material shall be furnished by the promoter/artist and should be high resolution graphics or a "large format image/graphics" at 72 dpi.

**All Graphics material should be e-mailed to, [jerry@swfbs.org](mailto:jerry@swfbs.org)**

We are very flexible, we'd love to barter and promote your event (Event Tickets/Passes Work) feel free to contact us with your Blues Festival or Concert promotional questions. We Are Eager to Help Support Your Event,



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