

# VANCOUVER FOLK MUSIC FESTIVAL

## JULY 13.14.15.16 | 2017



### PROGRAM GUIDE

### ADVERTISING

2017

The Vancouver Folk Music Festival is a Canadian cultural institution – a unique community-based celebration with an internationally-renowned reputation for presenting the finest traditional and contemporary folk and roots music artists from around the world. Now in its 40th year, it continues to be one of the city’s most beloved, enjoyed, and respected events – named “Best Local Music Festival” by *Georgia Straight* readers for the fifth year in a row, and “Best Music Festival” by readers of the *Westender* for two years running. The Festival draws 38,000+ enthusiastic attendees annually to beautiful Jericho Beach Park, folks eager to experience the music and culture of more than 60 international, national, and local acts. Every year, two and even three generations of families join friends and fellow community members to share in the music, dance, food, children’s activities – and the magical ambience of the festival.

### THE PROGRAM

The program is the information source for all things VFMF, pored over thoroughly from cover to cover by festival attendees, shared, and discussed. It is the go-to guide for performer bios, main and day stage workshop and performance schedules, the site map, interesting info and articles and, of course, your ad! It is also a treasured keepsake of the festival that people collect and keep.

### CIRCULATION

The festival prints 7,000 copies of the 100-page program. Customers can also purchase them in advance when they buy their tickets, as they enter the festival, in the merchandise tent, and throughout the site on festival weekend.

### AUDIENCE PROFILE

#### GENDER

Female - 63%  
Male - 37%

#### INCOME

0-50k - 37%  
50-100k - 71%  
100-150k - 2%

#### AGE

18-20 - 1%  
21-24 - 7%  
25-34 - 34%  
35-44 - 16%  
45-54 - 15%  
55-64 - 15%  
65+ - 11%

#### EDUCATION

No college - 31%  
College - 55%  
Grad School - 14%

#### REGION (COUNTRY)

Canada - 86%  
USA - 12%  
International - 2%

#### REGION BREAKDOWN (PROVINCE/STATE)

BC - 79%  
AB - 2%  
ON - 2%  
WA - 7%  
OR - 2%  
Other - 8%

### Ad Sales

p. 604.602.9798 (ext 610) f. 604.602.9790  
e. [adsales@thefestival.bc.ca](mailto:adsales@thefestival.bc.ca)  
#230 - 275 East 1st Avenue  
Vancouver, BC V5T 1A7

40<sup>TH</sup> ANNUAL FESTIVAL

38,000+ ATTENDEES

60+ ARTISTS FROM 18 COUNTRIES

3 DAYS, 7 STAGES



# VFMF ATTENDEES ARE

ENVIRONMENTALLY & ETHICALLY AWARE  
CULTURALLY INFORMED  
EARLY ADOPTERS OF TECHNOLOGY  
SEEKING COMMUNITY AND CONNECTIONS  
ACTIVELY ENGAGED IN THEIR COMMUNITY

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### Advertising Specifications

## CONTACT



### Ad Sales

p. 604.602.9798 (ext 610)

f. 604.602.9790

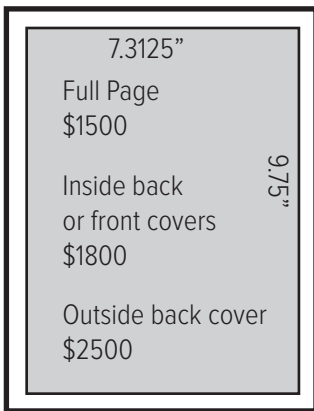
e. [adsales@thefestival.bc.ca](mailto:adsales@thefestival.bc.ca)

#230 - 275 East 1st Avenue

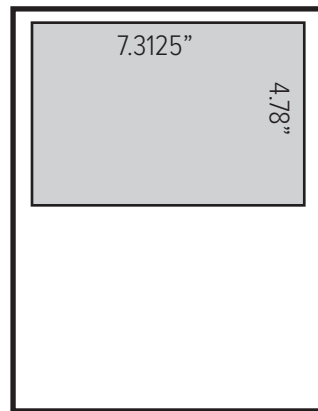
Vancouver, BC V5T 1A7

For technical questions relating to ad construction please contact John at [john@bigwavedesign.net](mailto:john@bigwavedesign.net)

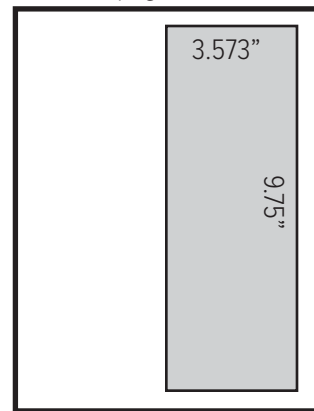
All ads are full colour



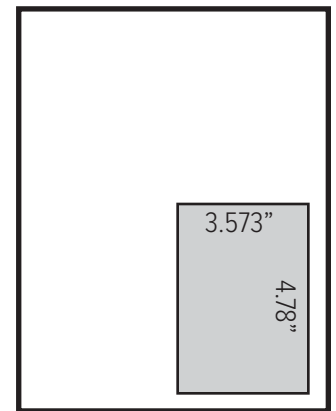
\$800 1/2 page Horizontal



\$800 1/2 page Vertical

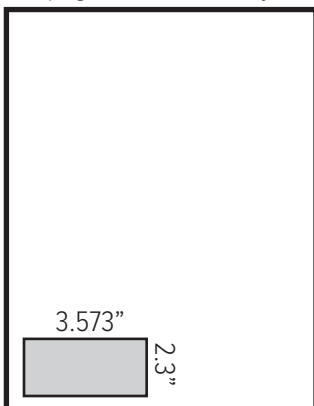


\$450 1/4 page Vertical only



Note: For full page ads that require a bleed, build your document to the trim size and extend the image 1/4 " beyond the document on all sides. Live images and type must be a minimum of 1/4 " inside the trim size measurements

\$300  
1/8 page Horizontal only



### Deadlines

Ad bookings – Friday, June 2, 2017

Ad submission – Friday, June 16, 2017

### Preferred Formats

- High Resolution PDF with all fonts converted to outlines (CMYK)
- JPEG with no compression (must be 300dpi at 100%)

### Acceptable Formats

- Adobe InDesign CC with all fonts outlined and all links provided
- Adobe Illustrator CC with all fonts outlined and all images embedded
- EPS file with all fonts outlined

### NOT Acceptable Formats

Microsoft Word, WordPerfect, Corel, Microsoft Publisher, GIF, PowerPoint, web-based graphics

### Ad Creation

Additional costs will be applied if ads are to be created by the Folk Festival. Cost is based on size and complexity of the request.

### Payment:

All payments are due by June 17, 2017 with your ad submission.

Send completed ads to [john@bigwavedesign.net](mailto:john@bigwavedesign.net)

# ADVERTISING SUBMISSION FORM



To book your ad, please fill out below return\* to the Vancouver Folk Music Festival

## AD FORMAT

- Outside back cover ..... \$ 2,500.00
- Inside front or back cover.....\$ 1,800.00
- Full page .....\$ 1,500.00
- 1/2 Page horizontal .....\$ 800.00
- 1/2 Page vertical .....\$ 800.00
- 1/4 Page vertical .....\$ 450.00
- 1/8 Page horizontal .....\$ 300.00

## CONTACT INFORMATION

Company/Individual Name \_\_\_\_\_  
Contact Person \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

## PAYMENT OPTIONS

Upfront payment required. Please choose a method of payment:

- Visa       Mastercard

Name on Card \_\_\_\_\_  
Card Number \_\_\_\_\_ Expiry \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_

- Cheque (payable to Vancouver Folk Music Festival). Mail with this form to:

Festival Program Ads  
#230 - 275 East 1st Avenue  
Vancouver, BC V5T 1A7

\*This form can be filled out on a computer, saved, and submitted by email to [adsales@thefestival.bc.ca](mailto:adsales@thefestival.bc.ca)  
It can also be printed out and mailed to the address above or faxed to 604.602.9790.