

# 48TH Vancouver

## ᑭᐱᓂᓄᗔ / Iyálmexw Jericho Beach Park

# AD RATES AND SPECS



# VANCOUVER FOLK MUSIC FESTIVAL

JULY 18–20 2025 JERICHO BEACH PARK

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 48th year, it continues to be one of the city's most beloved, enjoyed, and respected events. The Festival draws 20,000+ enthusiastic attendees annually to beautiful Ṗəyálməxw / Iyálmexw Jericho Beach Park, eager to experience the music and culture of incredible 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 cherish for years to come.

**VFMF ATTENDEES ARE**  
**AWARE | CULTURALLY INFORMED**  
**EARLY ADOPTERS OF TECHNOLOGY**  
**SEEKING COMMUNITY & CONNECTIONS**  
**ACTIVELY ENGAGED IN THEIR COMMUNITY**  
**ENVIRONMENTALLY & ETHICALLY CONSCIOUS**

## CIRCULATION

The festival prints 3,000+ copies of the 60-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. The program will also be available through our website to view as well as to print.

## AD SALES

604.602.9798

adsales@thefestival.bc.ca

1945 McLean Drive

Vancouver, BC V5N 3J7

**48th ANNUAL FESTIVAL**  
**20,000+ ATTENDEES 3**  
**DAYS with 3 Day Stages,**  
**1 Evening Stage and 200+ Performers**

# ADVERTISING SUBMISSION FORM

To book your ad, please fill out form and return to the Vancouver Folk Music Festival as per below

## 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 ☐ e-transfer to admin@thefestival.bc.ca

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Expiry \_\_\_\_\_ / \_\_\_\_\_

Signature\_\_\_\_\_

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

Festival Program Ads

1945 McLean Drive

Vancouver, British Columbia, V5N 3J7

This form can be filled out on a computer/printed and scanned, saved, and submitted by email to adsales@thefestival.bc.ca

CONTACT

# Ad Sales

604.602.9798  
adsales@thefestival.bc.ca  
1945 McLean Drive  
Vancouver, British Columbia, V5N 3J7

For technical questions relating to ad construction  
please contact John at john@bigwavedesign.net

## Deadlines

Ad bookings by Monday June 16, 2025  
Print ready art due by Wednesday June 18 with payment

# Advertising Specifications

### 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

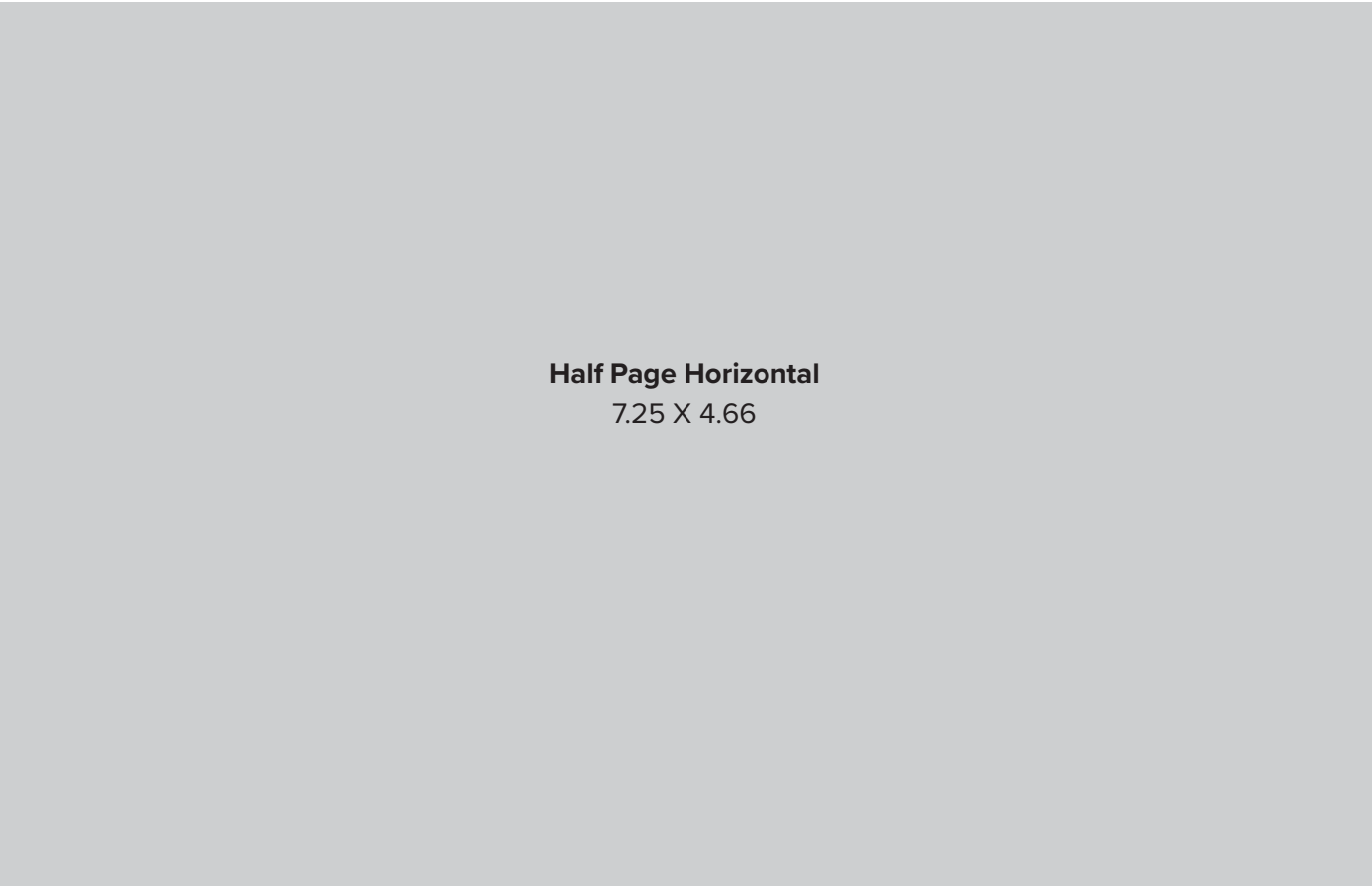
Additional costs will be applied if ads are to be created by the Folk Festival.  
Cost is based on size and complexity of the request.

### Payment

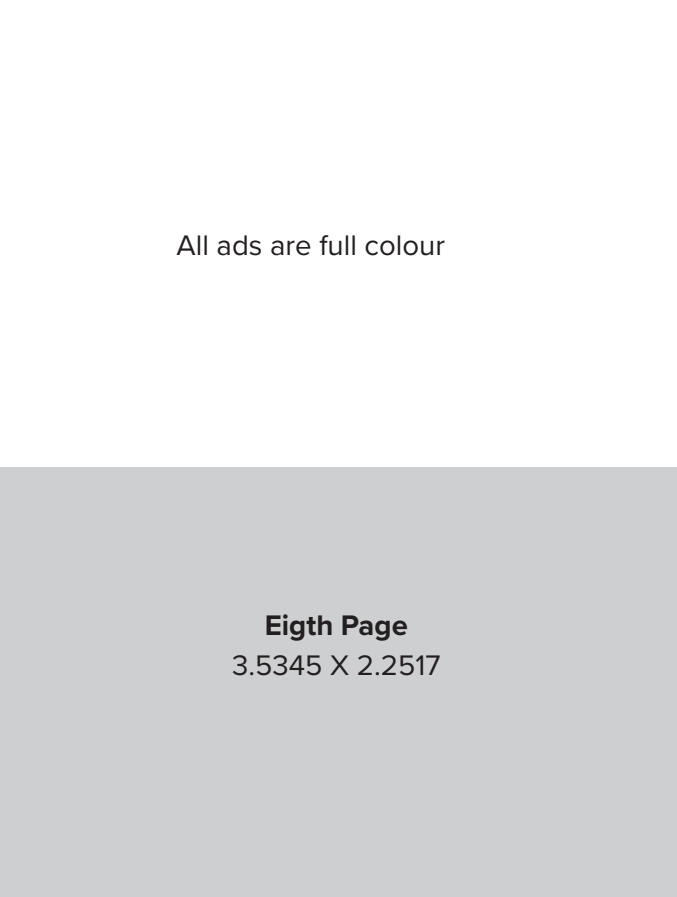
All payments are due by Wednesday June 18 at the very latest along with your  
print ready ad submission.

Send completed ads to **john@bigwavedesign.net**

**Full Page**  
7.25 X 9.5



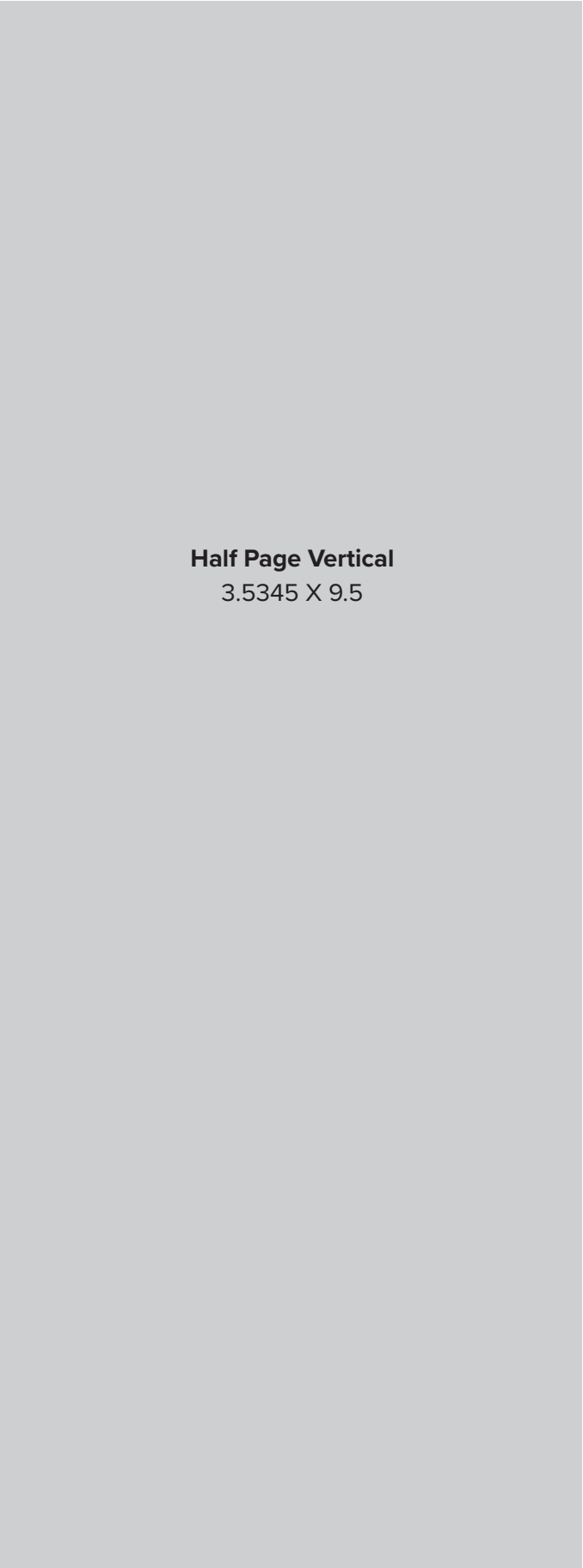
**Half Page Horizontal**  
7.25 X 4.66



**Eighth Page**  
3.5345 X 2.2517



**Quarter Page**  
3.5345 X 4.66



**Half Page Vertical**  
3.5345 X 9.5

All ads are full colour