



BRAVO! VAIL
MUSIC FESTIVAL

2271 N Frontage Rd W, Suite C, Vail, CO 81657
970.827.5700 | bravovail.org

ADVERTISING WITH BRAVO! VAIL

2017 PROGRAM BOOK

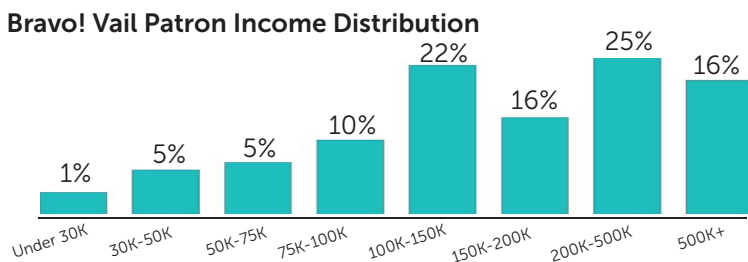


ABOUT BRAVO! VAIL

Bravo! Vail Music Festival celebrates its 30th season in 2017! The only North American classical music festival of its kind, Bravo! Vail hosts four internationally acclaimed orchestras including London’s Academy of St Martin in the Fields, the New York Philharmonic, The Philadelphia Orchestra, and the Dallas Symphony Orchestra. World renowned soloists and chamber music artists grace the stage with a wealth of breathtaking works in a beautiful outdoor setting at Gerald R. Ford Amphitheater.

The Bravo! Vail Program Book reaches over 60,000 patrons who have a significant economic impact on our community. Our keepsake Program Book will be available at more than 50 events during the summer including orchestra performances, chamber concerts, and a multitude of free events throughout the Vail Valley. Music lovers will also view your advertisement in the digital Program Book distributed via email and online at BravoVail.org.

SEE REVERSE SIDE FOR RATES AND SPECS



WANT TO ADVERTISE?

Contact Nancy Stevens at
970.827.4316 or
nstevens@bravovail.org

2017 ADVERTISING RATES

Contract length	1-year 2017	3-year* 2017-2019
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FRONT OF BOOK PAGES 1 - 32

2-Page Spread	\$6,730	\$5,720
Full Page	\$3,490	\$2,966
Half Page	\$2,370	\$2,014

ADJACENT TO CONTENT NEXT TO PROGRAM PAGES

Bookmark**	\$5,000	\$4,250
Full Page	\$3,665	\$3,115
Half Page	\$2,470	\$2,099

STANDARD BACK OF BOOK, AFTER PROGRAM PAGES

Full Page	\$3,315	\$2,817
Half Page	\$2,090	\$1,776
Quarter Page	\$1,115	\$947

ABOUT OUR READERS

60K

Annual audience members

\$18.1M

Annual economic impact by concert-goers
and orchestra members

\$7.2M

Annual local spending on dining by concert-goers
and orchestra members

\$6.2M

Annual local spending on lodging by concert-goers
and orchestra members

\$3.1M

Annual local spending on retail by concert-goers
and orchestra members

\$150K+

Annual household income for 57% of concert-goers

*ANNUAL RATE IS EXEMPT FROM PRICE INCREASES, BILLED ANNUALLY, AND LOCKED IN FOR THREE YEARS (2017-2019).

**THE BOOKMARK IS PLACED ON THE PROGRAM BOOK PAGE FEATURING THE EVENING'S PERFORMANCE.

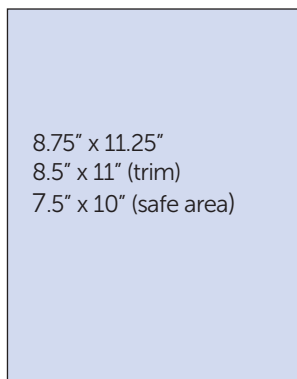
BRAVO! VAIL PROGRAM BOOK AD SPECS

ART SPECS

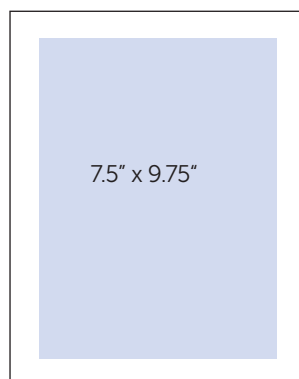
- Acrobat PDF 5.0 or 6.0; export using PDF/X-1a setting
- Please ensure that all photos and artwork used in finished ad are at 300dpi; CMYK process, .TIF or .EPS format
- Embed all fonts and images in PDF submission
- Please do not include crop or bleed marks in the file

FILE SUBMISSION

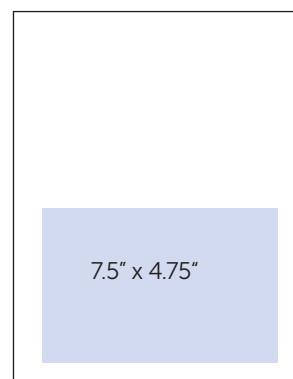
- Email files smaller than 15MB to nstevens@bravovail.org
- Files larger than 15MB may be submitted for free using Dropbox
- Include the www. prefix with your web address in your ad for a live link in the digital version of the Program Book
- No bleed is necessary for 1/2 and 1/4 page ads



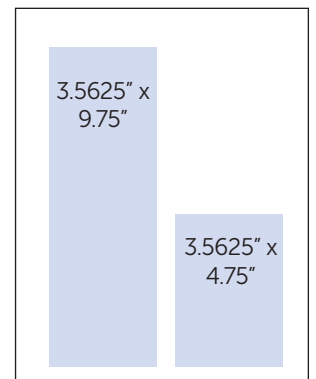
FULL PAGE BLEED



FULL PAGE NO BLEED



1/2 PAGE HORIZONTAL NO BLEED



1/2 VERTICAL & 1/4 PAGE NO BLEED

2017 PROGRAM BOOK & CHAMBER BOOKLET ADVERTISING AGREEMENT

2017 Program Book	1 Year Contract	3 Year Contract*
FULL PAGE FRONT OF BOOK PAGES 1 - 32:	<input type="checkbox"/> \$3490	<input type="checkbox"/> \$2966
HALF PAGE FRONT OF BOOK PAGES 1 - 32:	<input type="checkbox"/> \$2370	<input type="checkbox"/> \$2014
FULL PAGE ADJACENT TO CONTENT:	<input type="checkbox"/> \$3665	<input type="checkbox"/> \$3115
HALF PAGE ADJACENT TO CONTENT:	<input type="checkbox"/> \$2470	<input type="checkbox"/> \$2099
FULL PAGE STANDARD:	<input type="checkbox"/> \$3315	<input type="checkbox"/> \$2817
HALF PAGE STANDARD:	<input type="checkbox"/> \$2090	<input type="checkbox"/> \$1776
QUARTER PAGE STANDARD:	<input type="checkbox"/> \$1115	<input type="checkbox"/> \$947

2017 Chamber Booklet	1 Year Contract	3 Year Contract*
FULL PAGE BACK COVER:	<input type="checkbox"/> \$995	<input type="checkbox"/> \$845
INSIDE FRONT COVER:	<input type="checkbox"/> \$795	<input type="checkbox"/> \$640
INSIDE BACK COVER:	<input type="checkbox"/> \$695	<input type="checkbox"/> \$590
FULL PAGE:	<input type="checkbox"/> \$595	<input type="checkbox"/> \$500
HALF PAGE:	<input type="checkbox"/> \$350	<input type="checkbox"/> \$300

*Annual rate is exempt from price increases, billed annually, and locked in for 3 years (2017-2019).

COMPANY NAME _____

ADVERTISING CONTACT _____

BILLING ADDRESS _____

EMAIL ADDRESS _____

PHONE _____

ACCOUNT NUMBER _____

IMPORTANT DATES!

- 50% DEPOSIT DUE **60 DAYS** AFTER DATE THIS CONTRACT IS SIGNED
- ARTWORK DUE **MARCH 24, 2017**
- FINAL PAYMENT BALANCE DUE **JUNE 2, 2017**

In signing this contract, ADVERTISER agrees to the terms of advertising in the Bravo! Vail Program Book for the 2017 Season. ADVERTISER agrees to abide by all due dates for payments and art submission, and understands that a late fee may be charged in the event of deadlines missed by ADVERTISER.

Advertiser Signature _____ Date _____

PLEASE COMPLETE AND SUBMIT THIS FORM TO NANCY STEVENS VIA:
MAIL: 2271 N FRONTAGE RD W, SUITE C, VAIL CO 81657
EMAIL: NSTEVENS@BRAVOVAIL.ORG
FAX: 970.827.5707