



ADVERTISING WITH BRAVO! VAIL

2018 PROGRAM BOOK



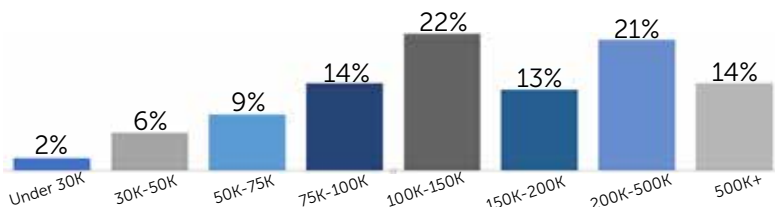
ABOUT BRAVO! VAIL

Vail’s iconic summer attraction, Bravo! Vail Music Festival proudly hosts four internationally acclaimed orchestras—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

Bravo! Vail Patron Income Distribution



WANT TO ADVERTISE?

Contact Nancy Stevens at
970.827.4316 or
nstevens@bravovail.org

2018 ADVERTISING RATES

Contract length	1-year 2018	3-year* 2018-2020
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FRONT OF BOOK PAGES 1 - 32

2-Page Spread	\$6,795	\$5,775
Full Page	\$3,525	\$2,995
Half Page	\$2,395	\$2,035

ADJACENT TO CONTENT NEXT TO PROGRAM PAGES

Bookmark**	\$5,000	\$4,250
Full Page	\$3,700	\$3,145
Half Page	\$2,495	\$2,120

STANDARD BACK OF BOOK, AFTER PROGRAM PAGES

Full Page	\$3,345	\$2,845
Half Page	\$2,110	\$1,795
Quarter Page	\$1,125	\$955

ABOUT OUR READERS

60K

Annual audience members

\$18.8M

Annual economic impact by concert-goers
and orchestra members

\$8.6M

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

\$6.1M

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

\$2M

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

\$100K+

Annual household income for over 70% of concert-goers

*ANNUAL RATE IS EXEMPT FROM PRICE INCREASES, BILLED ANNUALLY, AND LOCKED IN FOR THREE YEARS (2018-2020).

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

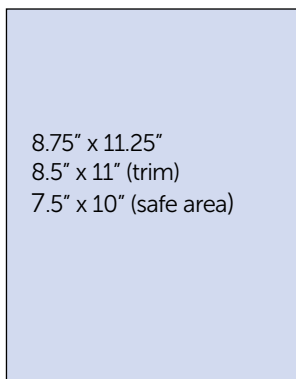
BRAVO! VAIL PROGRAM BOOK AD SPECS

ART SPECS

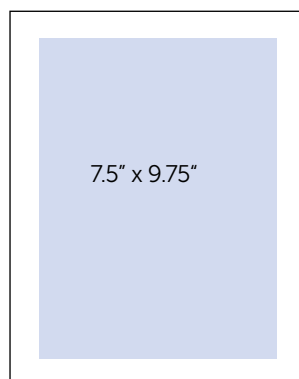
- Acrobat PDF 5.0 or 6.0; export using PDF/X-1a setting
- Please ensure that all photos and artwork used in finished ad are at 300dpi; CMYK process, .TIF or .EPS format
- Embed all fonts and images in PDF submission
- Please do not include crop or bleed marks in the file

FILE SUBMISSION

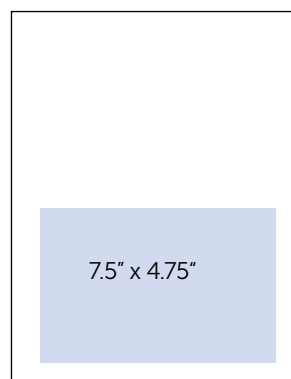
- Email files smaller than 15MB to nstevens@bravovail.org
- Files larger than 15MB may be submitted for free using Dropbox
- Include the www. prefix with your web address in your ad for a live link in the digital version of the Program Book
- No bleed is necessary for 1/2 and 1/4 page ads



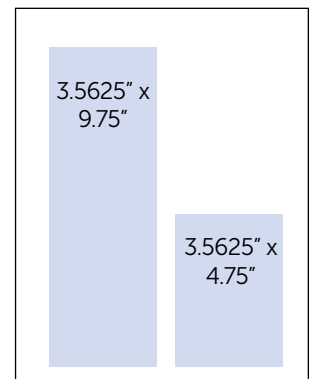
FULL PAGE BLEED



FULL PAGE NO BLEED



1/2 PAGE HORIZONTAL NO BLEED



1/2 VERTICAL & 1/4 PAGE NO BLEED

2018 PROGRAM BOOK ADVERTISING AGREEMENT

	<u>1 Year Contract</u>	<u>3 Year Contract*</u>
FULL PAGE FRONT OF BOOK PAGES 1 - 32:	<input type="checkbox"/> \$3525	<input type="checkbox"/> \$2995
HALF PAGE FRONT OF BOOK PAGES 1 - 32:	<input type="checkbox"/> \$2395	<input type="checkbox"/> \$2035
FULL PAGE ADJACENT TO CONTENT:	<input type="checkbox"/> \$3700	<input type="checkbox"/> \$3145
HALF PAGE ADJACENT TO CONTENT:	<input type="checkbox"/> \$2495	<input type="checkbox"/> \$2120
FULL PAGE STANDARD:	<input type="checkbox"/> \$3345	<input type="checkbox"/> \$2845
HALF PAGE STANDARD:	<input type="checkbox"/> \$2110	<input type="checkbox"/> \$1795
QUARTER PAGE STANDARD:	<input type="checkbox"/> \$1125	<input type="checkbox"/> \$955

*3 YEAR RATE IS EXEMPT FROM PRICE INCREASES, BILLED ANNUALLY AND LOCKED IN FOR 2018, 2019 & 2020.

COMPANY NAME _____

ADVERTISING CONTACT _____

BILLING ADDRESS _____

EMAIL ADDRESS _____

PHONE _____

ACCOUNT NUMBER _____

IMPORTANT DATES!

- RETURN CONTRACT BY **DEC 15** AND RECEIVE 2 FREE LAWN TICKETS TO ANY CONCERT
- YOUR AD PLACEMENT IS GUARANTEED IF CONTRACT IS RECEIVED BY **JAN 12, 2018**
- 50% DEPOSIT DUE **MARCH 15, 2018**
- CAMERA READY ARTWORK DUE **MARCH 23, 2018**
- FINAL PAYMENT BALANCE DUE **JUNE 8, 2018**

In signing this contract, ADVERTISER agrees to the terms of advertising in the Bravo! Vail Program Book for the 2018 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

PRINT, 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
PLEASE CALL 970.827.4316 WITH ANY QUESTIONS.