



# ADVERTISING WITH BRAVO! VAIL

## 2018 PROGRAM BOOK



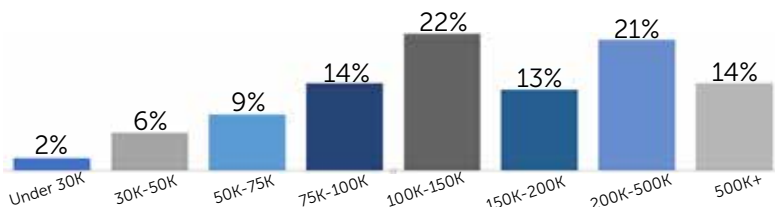
## ABOUT BRAVO! VAIL

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](mailto: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.

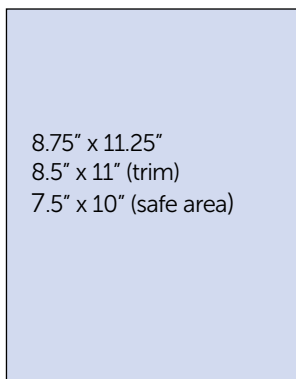
## BRAVO! VAIL PROGRAM BOOK AD SPECS

### ART SPECS

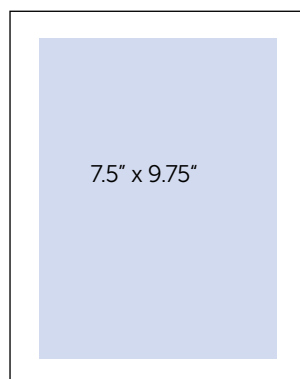
- Acrobat PDF 5.0 or 6.0; export using PDF/X-1a setting
- Please ensure that all photos and artwork used in finished ad are at 300dpi; CMYK process, .TIF or .EPS format
- Embed all fonts and images in PDF submission
- Please do not include crop or bleed marks in the file

### FILE SUBMISSION

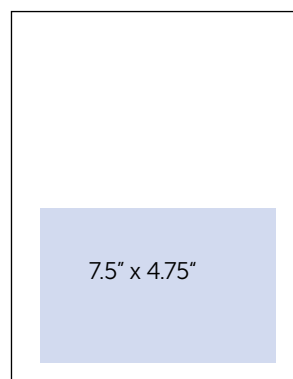
- Email files smaller than 15MB to [nstevens@bravovail.org](mailto:nstevens@bravovail.org)
- Files larger than 15MB may be submitted for free using Dropbox
- Include the www. prefix with your web address in your ad for a live link in the digital version of the Program Book
- No bleed is necessary for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



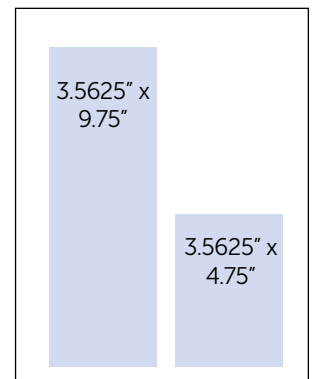
FULL PAGE BLEED



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>
2-PAGE SPREAD FRONT OF BOOK PAGES 1 - 32:	<input type="checkbox"/> \$6795	<input type="checkbox"/> \$5775
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 15, 2018**
- 50% DEPOSIT DUE **MARCH 30, 2018**
- CAMERA READY ARTWORK DUE **MARCH 30, 2018**
- FINAL PAYMENT BALANCE DUE **JUNE 15, 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 will 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](mailto:NSTEVENS@BRAVOVAIL.ORG)  
FAX: 970.827.5707  
PLEASE CALL 970.827.4316 WITH ANY QUESTIONS.**

**2018 CHAMBER MUSIC PROGRAM ADVERTISING AGREEMENT**

	<u>1 Year Contract</u>	<u>3 Year Contract*</u>
BACK COVER:	<input type="checkbox"/> \$995	<input type="checkbox"/> \$845
INSIDE FRONT COVER:	<input type="checkbox"/> \$795	<input type="checkbox"/> \$675
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

\*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 15, 2018**
- 50% DEPOSIT DUE **MARCH 30, 2018**
- CAMERA READY ARTWORK\* DUE **MARCH 30, 2018**
- FINAL PAYMENT BALANCE DUE **JUNE 15, 2018**

\*Chamber Music Program Art Specs: Full Page with bleed - 6.25" x 9.15" (6" x 8.9" Trim)  
 Full Page no bleed - 5" x 7.9"  
 Half Page - 5" x 3.8"  
 See Program Book Ad Specs for technical requirements.

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Advertiser Signature

\_\_\_\_\_  
Date

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