



2022 PROGRAM PUBLICATION

Advertising Opportunities



Advertise your business in the Bravo! Vail Program Publication and reach 89% of our concert-goers. The 2022 season includes residencies with the New York Philharmonic, The Philadelphia Orchestra, Dallas Symphony Orchestra, and The Saint Paul Chamber Orchestra. The 2022 Festival will also mark the return of the ever-popular pops concerts, audience-favorite movie night, and two evenings of choral works with more than 100 chorus members and full orchestras filling the stage.

This keepsake publication will be provided free of charge to all concert-goers at performance venues throughout the summer. Digital versions will also be available at BravoVail.org and within the Bravo! Vail Music Festival mobile app, which will include direct access to advertiser websites.

Envision thousands of patrons with significant local economic impact viewing your advertisement while experiencing world-class performances presented at the highest level of artistic excellence.

89%
of concert-goers read the Program Publication



**RESERVE YOUR SPACE
TODAY FOR BEST
PLACEMENT. CONTACT:**

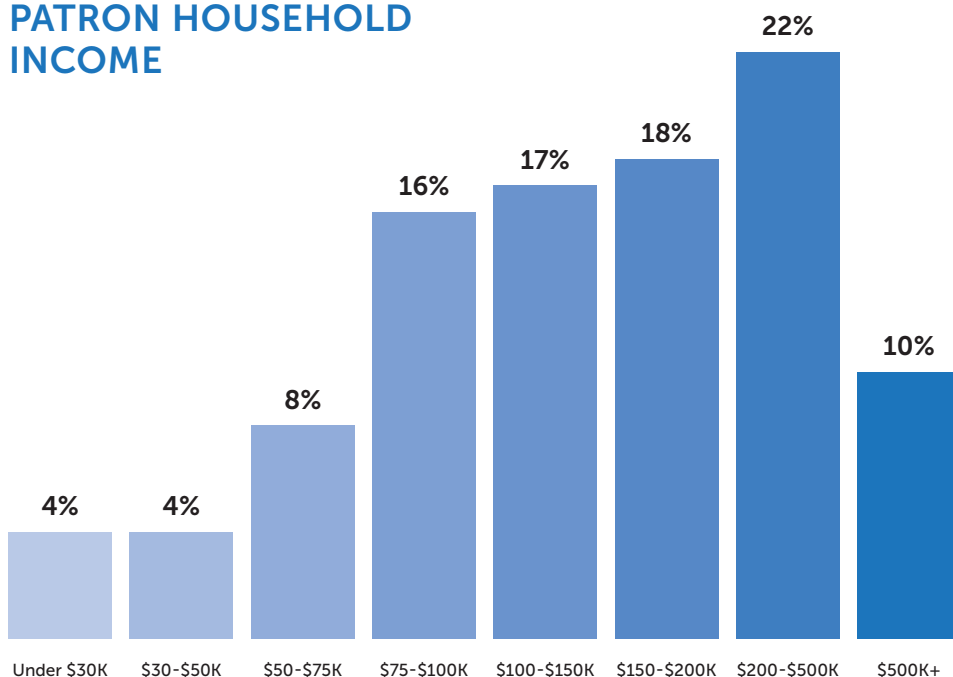
Nancy Stevens, Sales Manager
970.827.4316
nstevens@BravoVail.org

About Our Readers



Historically, annual concert attendance for the Orchestral Series at the Gerald R. Ford Amphitheater has been close to 60,000. An additional 1,000 concert-goers attend the Chamber Music Series performances at the Vilar Performing Arts Center in Beaver Creek.

PATRON HOUSEHOLD INCOME



\$24.6M

Annual economic impact by concert-goers and orchestra members

\$9.4M

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

\$7.9M

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

\$3.6M

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

\$100K+

Annual household income for more than 69% of concert-goers

56.3K

Annual audience members

Data based on the 2019 Festival Season

Advertising Rates & Specifications

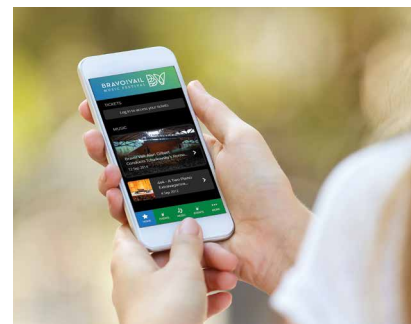


AD RATES & SIZES

AD SIZE	1-Year Contract 2022	3-Year Contract* 2022-2024
FRONT OF BOOK / Pages 1-32		
2-Page Spread	\$6,930	\$5,890
Full Page	\$3,590	\$3,050
Half Page	\$2,440	\$2,075
ADJACENT TO CONTENT / Within concert program content		
Bookmark**	\$5,100	\$4,335
Full Page	\$3,770	\$3,205
Half Page	\$2,540	\$2,160
STANDARD / Back of book, after program notes		
Full Page	\$3,410	\$2,895
Half Page	\$2,150	\$1,825
Quarter Page	\$1,140	\$970

*3-Year annual rate is exempt from price increases, billed annually, and locked in for 3 years (2022-2024).

**The Bookmark is placed inside each printed program publication.



MOBILE APP ADVERTISING SPECS

The purchase of an ad in the printed Program Publication now includes a digital ad in the BravoVail Music Festival mobile app. Your in-app digital ad will appear as an image accompanied by a brief description of your business and will link to your website.

DESCRIPTIVE COPY: Up to 35 words describing your business or service. This does not need to include contact information since the ad will link directly to your website.

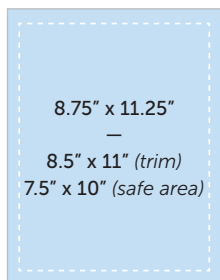
PLEASE SUBMIT ONE IMAGE OR LOGO IN EACH OF THESE SIZES:

- 2732px x 2732px
- 800px x 800px
- 100px x 100px
- 640px wide x 960px tall
- 768px wide x 1024px tall
- 1200px wide x 675px tall
- 960px wide x 540px tall

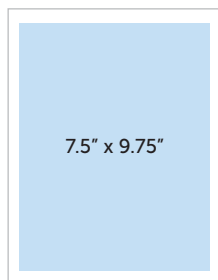
QUESTIONS? CONTACT:

Nancy Stevens, Sales Manager
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nstevens@BravoVail.org

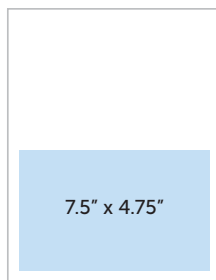
FULL PAGE BLEED



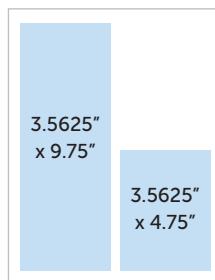
FULL PAGE NO BLEED



1/2 PAGE HORIZONTAL



1/2 VERTICAL & 1/4 PAGE



2-PAGE SPREAD | 17.25" x 11.25", 17" x 11" (trim), 7.5" x 10" (safe area)

ART SPECS

- Acrobat versions 10 or 11; export using the PDF/X-4 preset
- Please ensure that all photos and artwork used in finished ads 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 or WeTransfer (WeTransfer.com)
- No bleed is necessary for 1/2 and 1/4 page ads
- Mobile App image sizes should be at least 72dpi

Advertising Agreement



2022 BRAVO! VAIL PROGRAM PUBLICATION	1-Year Contract	3-Year Contract*
2-Page Spread Front of Book Pages 1-32	<input type="checkbox"/> \$6,930	<input type="checkbox"/> \$5,890
Full Page Front of Book Pages 1-32	<input type="checkbox"/> \$3,590	<input type="checkbox"/> \$3,050
Half Page Front of Book Pages 1-32	<input type="checkbox"/> \$2,440	<input type="checkbox"/> \$2,075
Bookmark	<input type="checkbox"/> \$5,100	<input type="checkbox"/> \$4,335
Full Page Adjacent to Content	<input type="checkbox"/> \$3,770	<input type="checkbox"/> \$3,205
Half Page Adjacent to Content	<input type="checkbox"/> \$2,540	<input type="checkbox"/> \$2,160
Full Page Standard	<input type="checkbox"/> \$3,410	<input type="checkbox"/> \$2,895
Half Page Standard	<input type="checkbox"/> \$2,150	<input type="checkbox"/> \$1,825
Quarter Page Standard	<input type="checkbox"/> \$1,140	<input type="checkbox"/> \$970

*3-Year annual rate is exempt from price increases, billed annually, and locked in for 2022, 2023 & 2024.

[ADNOV22]

IMPORTANT 2022 DATES

- CAMERA-READY ARTWORK **DUE APRIL 15**
- 50% DEPOSIT **DUE APRIL 15**
- FINAL PAYMENT BALANCE **DUE JUNE 15**

BONUS
2 Complimentary
Lawn Tickets
with a 1-year contract

BONUS
4 Complimentary
Lawn Tickets
with a 3-year contract

Please check the box corresponding with your ad selection and complete the following:

COMPANY NAME _____

ADVERTISING CONTACT _____

BILLING ADDRESS _____

EMAIL ADDRESS _____

PHONE _____

PAYMENTS BY CREDIT CARD # _____ EXP _____ CVV _____

CHECK HERE TO USE YOUR ARTWORK FROM A PREVIOUS YEAR

TERMS & CONDITIONS: By signing this legally binding contract, ADVERTISER agrees to the terms of advertising in the Bravo! Vail Program Publication for the 2022 Season. ADVERTISER agrees to abide by all due dates for payments and art submission and understands that a 2% late fee will be assessed monthly to accounts over 30 days past due. Please submit this form to Nancy Stevens by email to nstevens@bravovail.org, fax to 970.827.5707, or mail to 2271 N Frontage Rd W, Ste C, Vail CO 81657.

Advertiser Signature _____ Date _____

FOR MORE INFORMATION
PLEASE CONTACT:

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