

EDMONTON FOLK MUSIC FESTIVAL

Program Book Advertising



Photo: Bryan Cooper

WHY ADVERTISE WITH US

- Our advertisers reach a large audience of discriminating consumers. Attendance totals 100,000 over the four-day festival.
- The book remains a keepsake and a resource guide, jam-packed full of biographies of the artists and groups. The wealth of information adds years to the shelf life of the program book.
- Our festival is associated with quality and that's what our audience looks for: quality goods and services.
- At the festival site alone, the audience spends approximately \$1,500,000 on food and beverages, arts and crafts, T-shirts, and recordings. This is in addition to the \$2,000,000 spent on tickets to the event.
- Our audience is loyal. Over 90% have attended previous festivals.

FILE REQUIREMENTS

Application files accepted from the following programs: Adobe Illustrator and InDesign, as well as high resolution JPEG and Adobe PDF files.

Fonts and any placed graphic files and hard copy proofs must accompany all application files.

Artwork **MUST** be created in formats specified above to facilitate the accurate reproduction of your ad. If you are not able to create an ad in the programs specified, a graphic designer can be recommended.

INFORMATION & RESERVATIONS

GLENDA DENNIS 780.264.9900 adsales@edmontonfolkfest.org

FESTIVAL OFFICE 780.429.1899 admin@edmontonfolkfest.org

PAYMENT

TERMS

Existing accounts: 30 days

New accounts: Payment with booking

Non-profit: 20% discount if paid within 30 days

DEADLINES

JUNE 14: Space reservation

JUNE 21: Camera-ready artwork

Please submit ads via email to Glenda Dennis at:

adsales@edmontonfolkfest.org

For full bleed ads build your document to the trim size and extend the image 1/8" beyond the document on all sides (5.75 x 8.75" total). Live images and type must be a minimum of 3/8" inside the trim size measurements.

Full Page / 4.875" x 8.125"

Full Bleed / 5.5" x 8.5"

4 Color \$1650

1/2 Page Horizontal

4.875" x 4"

4 Color \$825

Third Page Horizontal

4.875" x 2.625"

4 Color \$675

Quarter Page Vertical

2.375" x 4"

4 Color \$550