

BRAVO

VAIL VALLEY MUSIC FESTIVAL

2010 PROGRAM BOOK Advertising Rates

WHAT IS THE BRAVO! VAIL VALLEY MUSIC FESTIVAL

Founded in 1987, the Bravo! Vail Valley Music Festival is one of the world's premier classical music festivals. Each summer the Festival presents more than 100 events including performances by its three resident orchestras: the New York Philharmonic, The Philadelphia Orchestra and the Dallas Symphony Orchestra. The Festival also includes chamber and contemporary music, lectures and family concerts featuring some of the world's most prestigious soloists. The educational programs include complimentary performances, the Very Young Composer's Program, the Instrument Petting Zoo and Live at the Library programs.

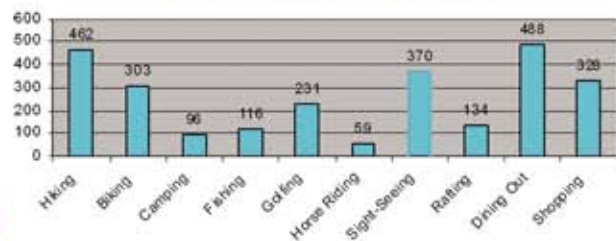
THE 2010 SEASON

The 23rd season kicks off June 25th with world-renowned cellist Yo-Yo Ma in a recital at the Gerald R. Ford Amphitheater. The Festival continues through August 3, with performances by the resident orchestras at the amphitheater and numerous chamber music performances at locations throughout the Vail Valley. 2010 soloists include Nadja Salerno-Sonnenberg, Gil Shaham, Jean-Yves Thibaudet, Anne-Marie McDermott and many more!

PATRON DEMOGRAPHIC

More than 70% of those who responded have an annual household income of greater than \$100,000. 30% have household income greater than \$250,000. Bravo! concert-goers enjoy a number of additional activities including dining out (71%), shopping (%63%) and golfing (39%).

PATRON ACTIVITIES



CIRCULATION AND DISTRIBUTION

The Bravo Program Book is a high quality and comprehensive publication that is distributed FREE to all ticket holders at each event and includes all scheduled performances with program notes, artist biographies, photos and donor recognition. It is taken home by our appreciative audience and reviewed over and over again for its musical content and helpful information.

As concert time approaches there are few distractions for the reader --what a receptive state of mind for an advertising message. Concertgoers report that the Program Book enhances their experience of the performance and that they spend considerable time reading it. In placing your advertisement with us, you are taking advantage of a unique opportunity to present your message to a highly educated, sophisticated and affluent audience. 30,000 copies are distributed locally, regionally and nationally with a 2/1 readership, reaching an audience of 60,000.

AD RATES AND DEADLINE

Size	Color	B/W	
Full Page	\$2,898	\$1,935	1/2 page vertical or horizontal format
1/2 Page	\$1,935	\$1,200	15% surcharge for guaranteed ad placement
1/4 Page	\$725	\$470	
Back Cover	\$6,500		
Inside Back Cover	\$4,810		Ad Space: April 23, 2010
Inside Front Cover	\$4,810		Ad Due: April 30, 2010

"With three leading ensembles in residence each summer, the Vail Valley Music Festival has made the Colorado resort the major summer home for American ensembles."

-Ves Blomster; The Daily Camera

"Few if any classical music institutions west of the Mississippi have flourished as Bravo! has; what began in 1987 with chamber music now hosts three symphony orchestra in five weeks."

-David Patrick Sterns; The Philadelphia Inquirer

Susan O'Connor - Advertising/Production Director

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