

# BRAVO

## 2012 PROGRAM BOOK ADVERTISING OPPORTUNITIES



### WHAT IS BRAVO?

Founded in 1987, Bravo is one of the world's premier classical music festivals. Each summer the Festival presents more than 100 events reaching over 60,000 audience members and is the only summer Festival in the country to host three world renowned professional orchestras—the New York Philharmonic, The Philadelphia Orchestra and the Dallas Symphony Orchestra. Bravo also features prestigious soloists along with chamber and contemporary artists, lectures and family concerts. Educational programs include free community performances, the Very Young Composer's Program, Instrument Petting Zoos and Little Listeners @ the Library programs to delight audiences of all ages. Bravo continues to expand musical offerings for both residents and visitors throughout the Vail Valley.

### NEW MEDIA OPPORTUNITIES

- ✓ Complete program book including ads posted online with link to your website
- ✓ Social Media and Facebook promotions
- ✓ Limited E-Blast display and link opportunities

### GO FIGURE

**30K**

Annual distribution

**60K**

Annual readership reflects a 2-1 reader pass-along rate

**18K**

Annual visitors come to the Vail Valley specifically for the Bravo Music Festival

**\$15.5M**

Annual local spending by concert-goers and orchestra members

**\$7.8K**

Annual local spending on **Dining** by concert-goers and orchestra members

**\$3.7M**

Annual local spending on **Shopping** by concert-goers and orchestra members

**\$250K+**

Annual household income for 1/3 of concert-goers

### TO ADVERTISE

Contact Amy Phillips  
**970.827.4309**  
[aphillips@vailmusic.org](mailto:aphillips@vailmusic.org)

VAIL VALLEY MUSIC FESTIVAL

SEASON 25 | JUNE 25 - AUGUST 4

970.827.5700 | [VAILMUSIC.ORG](http://VAILMUSIC.ORG)

2012

# BRavo

## 2012 PROGRAM BOOK PRICING & ADVERTISING SPECS

### RATES & DEADLINES

#### PREMIUM PLACEMENT

Back Cover	\$6,500
Inside Front Cover	\$4,810
Inside Back Cover	\$4,810
Page 1	\$4,810
Page 2-13	\$3,500
2 Page Spread	\$6,200
Adjacent to Content	\$3,400

#### STANDARD RUN OF BOOK

2 Page Spread	\$5,400
Full Page	\$3,045
1/2 Page	\$2,030
1/4 Page	\$760

<b>Space Reservations</b>	03/15/12
<b>Artwork Due</b>	04/15/12

#### DIGITAL SPECS

- Acrobat PDF 5.0 or 6.0 using PDF/X-1a setting
- Collected InDesign files, including fonts and artwork
- 300 dpi photos and artwork, CMYK process, .TIF or .EPS format
- Embed all fonts and images in PDF
- Film, .TIF, .EPS and .JPG formats are not accepted as final ad files
- Collected files burned to CD are accepted with color proof
- Full page bleed ads must include .125" bleed on all sides
- Images in black and white ads must be grayscale
- Images and color builds in color ads must be CMYK process

#### MECHANICAL SPECS

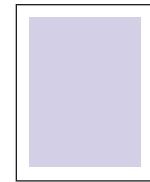
Full Page (no bleed)	7.5" x 9.75"
Full Page (bleeds)	8.75" x 11.25"
	8.5" x 11" (trim)
	7.5" x 10" (safe area)
1/2 Page Horizontal	7.5" x 4.75"
1/2 Page Vertical	3.5625" x 9.75"
1/4 Page	3.5625" x 4.75"

#### FILE SUBMISSION

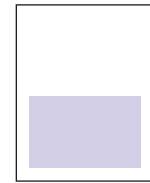
- Email files smaller than 5MB to [aphillips@vailmusic.org](mailto:aphillips@vailmusic.org)
- Send files 6MB - 100MB for free at [www.yousendit.com](http://www.yousendit.com)
- Please mail CDs to:  
2271 N. Frontage Road W., Suite C  
Vail, CO 81657



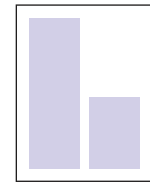
FULL PAGE BLEED



FULL PAGE NO BLEED



1/2 PAGE HORIZONTAL



1/2 VERTICAL & 1/4 PAGE

#### AD DESIGN & TECH SUPPORT

Please contact Amy Phillips for designer recommendations or with technical questions. All rates are net to publisher with camera-ready or client-supported artwork. Color reproduction can not be guaranteed without color proof.

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