2017 program advertising introduction



Known worldwide for its professional artistry and small town hospitality, the Harrison Festival Society has long been a beacon for growing acceptance of diversity and purpose fuelled programming. Each July for more than 35 years the Society has produced the internationally acclaimed Harrison Festival of the Arts, a 9 day, cross disciplinary, multicultural art event set amidst the small town atmosphere and breathtaking scenery of Harrison Hot Springs, BC. A non-profit, grass-roots organization, the Society also presents an annual Season of the Performing Arts from September to May and works closely with a number of Fraser Valley partners in continuing to bring high quality, inclusive and accessible performing arts into the area.

Audience Demographics

Based on **surveys conducted in 2014**, the audiences for our Season & July Festival are:

• predominately coupled (75%, 70%) females (57%, 65%) between the ages of 45 to 65+ (88%, 76%) residing in Harrison Hot Springs/Agassiz (28%, 22%), Chilliwack (36%, 21%), surrounding Fraser Valley communities (15%, 23%) and the Greater Vancouver area (8%, 22%).

Format & Circulation

Season Program: Four page black & white publication distributed at eight Seasons shows, each with a seating capacity of 200.

Approximate brand impressions - 1,600

Approximate brand impressions - 8,000+

Festival Program: 28 page publication with full colour cover and black & white inside pages - 6,000 copies distributed throughout BC and NW Washington and 2,000 copies on site.

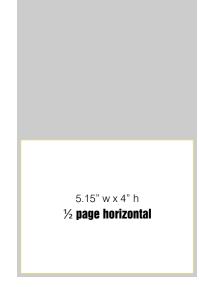
Advertiser Perks

Program advertisers are entitled to the following **exposure benefits** in addition to their ad purchase:

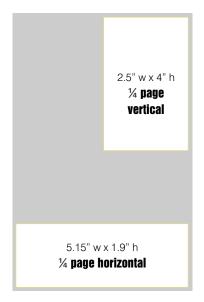
- name recognition in the acknowledgment section of the program in which their ad is featured*
- name recognition on the <u>acknowledgement page</u> of the Festival website*
- name recognition in the Agassiz-Harrison Observer thank you ad following the July Festival

Ad Specifications:

5.15" w x 8.15" h full page inside back cover inside front cover 5.5" w x 8.5" h please add .125" for bleed outside back cover



2.5" w x 8.15" h
½ page
vertical



2.5" w x 1.9" h

1/8 page

5.15" w x 1.5" h banner

2017 program advertising order form

Busir	ness Name:											
Mailir	ng Address:											
City:_				Provinc	ce:	e:Postal Code:						
Phon	e:			_ Fax:	_Fax:							
Emai	l:				Website:							
Conta	act Name:					Dat	:e:					
	Ad Size	½ page	banner	¼ page	½ page	full page	inside back cover	inside front cover	outside back cover			
	Season Program Ad Rate tax not included	~	□ \$125	\$140 vertical horizontal	\$250	~	~	~	\$1\$ 495			
	Festival Program Ad Rate tax not included	□ \$135	□ \$200	\$220 vertical horizontal	\$375 vertical horizontal	□ \$540	\$1\$550	□ \$600	\$13660			
Payı	ment Method:	□Invo	ice (chequ	es payable	to Harrison	Festival Sc	ociety) \square	MasterCar	d □ Visa			
		Car	dholder Na	ıme:								
		Car	d Number:		Expiry:							
		Aut	horized Ca	rdholder Si	gnature:							
Ad (Creation:					Paymen	t Calculator	:				
	☐ Same ad as	last year				Ad Rate(s): Design Fee:						
	☐ I will supply	a finished	ad									
	☐ I would like a	an ad desi	gned (\$30 d	design fee p	per ad)	Tax (5% GST):						
							IOIAL					



Advertising Deadlines:

Order Form - Dec 1, 2016

Season Ads:

Ad Content - Dec 5, 2016 Finished Ads - Dec 9, 2016

Festival Ads:

Ad Content - Apr 17, 2017 Finished Ads - Apr 21, 2017

BUNDLE & SAVE

Purchase an ad in both our Season & Festival Programs for **5% off the**total ad rate

Contact:

Bryan Cutler

bryan@harrisonfestival.com

Office: 604.796.3664 Direct: 604.996.2297

Harrison Festival Society Box 399, 98 Rockwell Drive Harrison Hot Springs, BC

VOM 1KO

Fax: 604.796.3694 www.harrisonfestival.com

Send completed order form by Dec 1, 2016 to: email bryan@harrisonfestival.com or fax 604.796.3694

2017 Festival program advertising introduction



Known worldwide for its professional artistry and small town hospitality, the Harrison Festival Society has long been a beacon for growing acceptance of diversity and purpose fuelled programming. Each July for more than 35 years the Society has produced the internationally acclaimed Harrison Festival of the Arts, a 9 day, cross disciplinary, multicultural art event set amidst the small town atmosphere and breathtaking scenery of Harrison Hot Springs, BC. A non-profit, grass-roots organization, the Society also presents an annual Season of the Performing Arts from September to May and works closely with a number of Fraser Valley partners in continuing to bring high quality, inclusive and accessible performing arts into the area.

Format & Circulation

Festival Program:

- 28 page publication with full colour cover and black & white inside pages
- 6,000 copies distributed throughout BC and NW Washington and 2,000 copies on site.

Approximate brand impressions - 8,000+

Audience Demographics

Based on **surveys conducted in 2014**, the audiences for our July Festival are:

• predominately coupled (70%) females (65%) between the ages of 45 to 65+ (76%) residing in Harrison Hot Springs/Agassiz (22%), Chilliwack (21%), surrounding Fraser Valley communities (23%) and the Greater Vancouver area (22%).

Advertiser Perks

Program advertisers are entitled to the following **exposure benefits** in addition to their ad purchase:

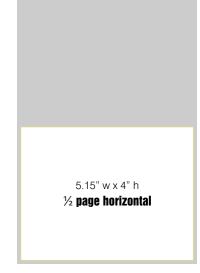
- name recognition in the acknowledgment section of the Festival program*
- name recognition on the <u>acknowledgement page</u> of the Festival website*
- name recognition in the Agassiz-Harrison Observer thank you ad following the July Festival

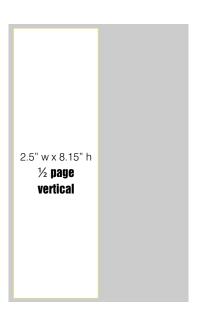
*perks not available for best wishes ads

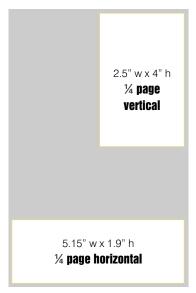
Ad Specifications:

5.15" w x 8.15" h
full page
inside back cover
inside front cover

5.5" w x 8.5" h
please add .125" for bleed
outside back cover







2.5" w x 1.9" h
% page

5.15" w x 1.5" h banner

2017 program advertising order form

Business Nam	e:										
Mailing Addres	SS:										
City: Province:						Postal Code:					
Phone:				Fax	::						
Email:				We	bsite:						
Contact Name: Date:											
Ad Size	½ page	banner	¼ page	½ page	full page	inside back cover	inside front cover	outside back cover	best wishes		
Festival Program Ad Rate tax not included	□ \$135	□ \$200	\$220 vertical horizontal	\$375 vertical horizontal	□ \$540	\$1350	□ \$600	\$1\$660	□ \$40		
Payment Method: ☐ Invoice (cheques payable to Harrison Festival Society) ☐ MasterCard ☐ Visa											
		Cardholo	der Name:			•					
Cardholder Name: Card Number:						Expiry:_					
Authorized Cardholder Signature:											
				orer engricates							
Ad Creation:	P	Payment Calculator:									
□ I will s	ad as last y supply a finis	(\$30 desig	n fee per ad	d)	Ad Rate(s): Design Fee: Tax (5% GST):						
						TOTAL:					



Advertising Deadlines:

Order Form - Apr 14, 2017 Ad Content - Apr 17, 2017 Finished Ads - Apr 21, 2017

Contact:

Bryan Cutler bryan@harrisonfestival.com

Office: 604.796.3664 Direct: 604.996.2297

Harrison Festival Society Box 399, 98 Rockwell Drive Harrison Hot Springs, BC

V0M 1K0

Fax: 604.796.3694 www.harrisonfestival.com

W

2017 program advertising order form

Rusinass Name	۵,									
Business Name Mailing Address										
						_ Postal Code:				
Phone:										
Email:										
				Date:						
Ad Size	½ page	banner	½ page	½ page	full page	inside back cover	inside front cover	outside back cover	best wishes	
Season Program	~		☐ vertical ☐ horizontal	☐ horizontal	~	~	~	SOLD	~	
Festival Program			vertical horizontal	vertical horizontal		SOLD		SOLD		
Ad Rate:				Ad Crea	ntion:					
Season Ad:	☐ Same ad as last year									
Festival Ad:	☐ I will supply a finished ad									
Design Fee +	- Tax (5% C	GST):		☐ I would like an ad designed (\$30 design fee per ad)						
Payment Metho	od: [☐ Invoice (d	cheques pa	ayable to Harrison Festival Society)						
		Cardhol	der Name:_							
	Expiry:									



Advertising Deadlines:

Season Ads:

Order Form - Dec 1, 2016 Ad Content - Dec 5, 2016 Finished Ads - Dec 9, 2016

Festival Ads:

Order Form - Apr 14, 2017 Ad Content - Apr 17, 2017 Finished Ads - Apr 21, 2017

Contact:

Bryan Cutler bryan@harrisonfestival.com

Office: 604.796.3664 Direct: 604.996.2297

Harrison Festival Society Box 399, 98 Rockwell Drive Harrison Hot Springs, BC

V0M 1K0

Fax: 604.796.3694

www.harrisonfestival.com