

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%).

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

5.15" w x 4" h
½ page horizontal

2.5" w x 8.15" h
½ page vertical

2.5" w x 4" h
¼ page vertical

5.15" w x 1.9" h
¼ page horizontal

2.5" w x 1.9" h
⅛ page

5.15" w x 1.5" h **banner**

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

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+

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 [acknowledgement page](#) of the Festival website*
- name recognition in the Agassiz-Harrison Observer thank you ad following the July Festival

2017 program advertising order form



Business Name: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Contact Name: _____ Date: _____

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

Ad Size	1/8 page	banner	1/4 page	1/2 page	full page	inside back cover	inside front cover	outside back cover
Season Program Ad Rate <i>tax not included</i>	~	<input type="checkbox"/> \$125	\$140 <input type="checkbox"/> vertical <input type="checkbox"/> horizontal	\$250 <input type="checkbox"/> horizontal	~	~	~	SOLD \$495
Festival Program Ad Rate <i>tax not included</i>	<input type="checkbox"/> \$135	<input type="checkbox"/> \$200	\$220 <input type="checkbox"/> vertical <input type="checkbox"/> horizontal	\$375 <input type="checkbox"/> vertical <input type="checkbox"/> horizontal	<input type="checkbox"/> \$540	SOLD \$550	<input type="checkbox"/> \$600	SOLD \$660

Payment Method:

Invoice (*cheques payable to Harrison Festival Society*) MasterCard Visa

Cardholder Name: _____

Card Number: _____ Expiry: _____

Authorized Cardholder Signature: _____

Ad Creation:

- Same ad as last year
- I will supply a finished ad
- I would like an ad designed (\$30 design fee per ad)

Payment Calculator:

Ad Rate(s): _____

Design Fee: _____

Tax (5% GST): _____

TOTAL: _____

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
V0M 1K0

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

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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 [acknowledgement page](#) of the Festival website*
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*perks not available for best wishes ads

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⅛ page

5.15" w x 1.5" h **banner**

2017 program advertising order form



Business Name: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Contact Name: _____ Date: _____

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

Ad Size	1/8 page	banner	1/4 page	1/2 page	full page	inside back cover	inside front cover	outside back cover	best wishes
Festival Program Ad Rate <i>tax not included</i>	<input type="checkbox"/> \$135	<input type="checkbox"/> \$200	\$220 <input type="checkbox"/> vertical <input type="checkbox"/> horizontal	\$375 <input type="checkbox"/> vertical <input type="checkbox"/> horizontal	<input type="checkbox"/> \$540	SOLD <input type="checkbox"/> \$550	<input type="checkbox"/> \$600	SOLD <input type="checkbox"/> \$660	<input type="checkbox"/> \$40

Payment Method: Invoice (*cheques payable to Harrison Festival Society*) MasterCard Visa

Cardholder Name: _____

Card Number: _____ Expiry: _____

Authorized Cardholder Signature: _____

Ad Creation:

- Same ad as last year
- I will supply a finished ad
- I would like an ad designed (\$30 design fee per ad)

Payment Calculator:

Ad Rate(s): _____

Design Fee: _____

Tax (5% GST): _____

TOTAL: _____

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

Send completed order form by April 21, 2017 to: email bryan@harrisonfestival.com or fax 604.796.3694

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Ad Size	1/8 page	banner	1/4 page	1/2 page	full page	inside back cover	inside front cover	outside back cover	best wishes
Season Program	~	<input type="checkbox"/>	<input type="checkbox"/> vertical <input type="checkbox"/> horizontal	<input type="checkbox"/> horizontal	~	~	~	SOLD	~
Festival Program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> vertical <input type="checkbox"/> horizontal	<input type="checkbox"/> vertical <input type="checkbox"/> horizontal	<input type="checkbox"/>	SOLD	<input type="checkbox"/>	SOLD	<input type="checkbox"/>

Ad Rate:

Season Ad: _____

Festival Ad: _____

Design Fee + Tax (5% GST): _____

Ad Creation:

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