

# 2022 Program Advertising Package



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 fueled programming. Each July for 43 years the Society has produced the internationally acclaimed Harrison Festival of the Arts, a 10 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.

## 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 208.

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 - 5,000+

## 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 in the Agassiz-Harrison Observer thank you ad following the July Festival

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  
1/8 page

5.15" w x 1.5" h  
Banner

# 2022 Program Advertising Package Order Form

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Date: \_\_\_\_\_



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 Booklet	--	<input type="checkbox"/> \$125	\$140 <input type="checkbox"/> Vertical <input type="checkbox"/> Horizontal	<input type="checkbox"/> \$250	--	--	--	<input type="checkbox"/> \$495	--
Festival Program	<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	<input type="checkbox"/> \$550	<input type="checkbox"/> \$600	<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: \_\_\_\_\_ CVV: \_\_\_\_\_

## 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: 604.491.9178

Direct: 604.996.2297

Harrison Festival Society

Box 399, 98 Rockwell Dr.

Harrison Hot Springs, BC

V0M 1K0

www.harrisonfestival.com

Send completed order form to bryan@harrisonfestival.com