

MEDIA PACK

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Bristol Harbour Festival

31st July – 1st August 2010

Bristol Harbourside

Advertising opportunities

Official Festival Programme & Website

BRISTOL HARBOUR



www.bristolharbourfestival.co.uk

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I am delighted to introduce the Bristol Harbour Festival 'Friends of the Festival' initiative.

The Harbour Festival is one of Bristol's best-loved events, attracting over 200,000 visits from a wide cross section of people from Bristol and the surrounding region.

The festival offers an extensive programme of entertainment aimed at a broad audience, including ships and boats, children's entertainment, a fantastic array of local and continental markets, and the city's most popular annual fireworks show. It is a showcase of the wealth of the city's talent in the performing arts and a platform for visiting performers from around the globe, with music, circus and dance stages.

A number of exciting new developments this year will include a family area in Castle Park, a 'county fair' inspired attraction on the Amphitheatre, and a new partnership with Bristol Old Vic bringing outdoor theatre to King Street.

The festival contributes an estimated £5m to the Bristol economy each year and is an outstanding opportunity for businesses to interact and communicate with the local population.

This year we are delighted to announce the launch of the 'Friends of the Festival' initiative, enabling more businesses like yourselves to become involved and show their support for the festival and of course there are opportunities for your business to promote itself in the programme and on the incredibly popular web site. Further details on these commercial opportunities follow on the next pages. Thank you in advance for your support. We look forward to welcoming you at the festival.

Best wishes,

David Pyne

Marketing and Sponsorship Manager, Bristol City Council

Event organised by Bristol City Council Arts, Festivals & Events



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The Official Programme and Website

The official Harbour festival programme is the flagship information vehicle. With details of Acts, performances, profiles, attractions and all manner of visitor information, it is a both a wonderful guide and fantastic souvenir to the event. With over 50,000 copies printed, it is one of the most effective and wide reaching media vehicles in the region.

The official website – www.bristolharbourfestival.co.uk – is incredibly popular in the run up to the festival, with 60,000 unique visitors. The site is updated with more information and other news about the festival as these develop, ensuring a constant and steady traffic. This means your banner advertisements are seen regularly and clicked on regularly by a local audience. The site enables users to receive the latest festival news as soon as it is out, by signing up to receive e-news updates and also to communicate with the festival by encouraging interaction, again, ensuring the best possible environment for your web advertising.

We are offering advertising packages to combine the key benefits of the programme and the web site, ensuring that businesses supporting the festival receive excellent value for money and return on investment. Hand in hand, our advertising packages can offer you access to a very affluent and local market and offer a host of other benefits:

- Enabling you to generate new client leads
- Incredible access to a wide reaching audience – one of the biggest regional distributions and readerships available.
- Strengthen your brand through positive association with the event
- Wonderful souvenir and constant referral for information, ensuring maximum value for your investment.
- Direct links through to your web site
- Access to a dedicated and interested audience.
- Sell your products and services to a huge local demographic.



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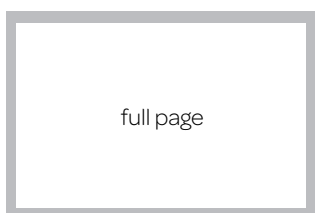
www.bristolharbourfestival.co.uk



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Rate Card



Full Page

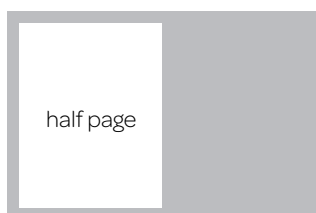
A full page advertisement and banner on the web site is available for just £3150

Programme advert

Type area (mm)
133.5 deep x 195 wide
Trim: 148.5 deep x 210 wide
Bleed: 154.5 deep x 216 wide

Banner ad

Image area (pixels)
468 deep x 60 wide
File size no greater than 30K

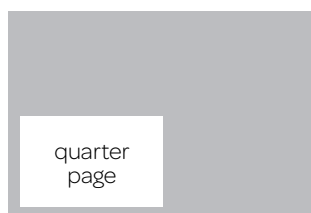


Half Page

Half page adverts are available at £1350

Programme advert

Type area (mm)
133.5 deep x 95 wide



Quarter Page

Quarter Page adverts are available at £750

Programme advert

Type area (mm)
64 deep x 95 wide

PROGRAMME ARTWORK

All advertising artwork should be supplied digitally as a CMYK 300dpi pdf with all spot colours converted to process. Images should be CMYK and supplied at 300dpi, the pdf needs to be Print Optimized with crop marks and all fonts need to be embedded. A hard copy of the advert should be supplied alongside the digital version when possible to ensure all tints and shadows are as intended. A processed pdf proof of each advert will be sent to the party responsible for the booking and signed off prior to print.

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For more information and to discuss the partnership opportunities, please contact



Tel: 0117 906 4060

Email: info@thecliftonagency.com

8-10 Whiteladies Road, Bristol, BS8 1PD



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