

MEDIA PACK

cover // intro // new for 2009 // rate card // contact

Bristol Harbour Festival

31st July – 2nd August 2009

Bristol Harbourside

Advertising opportunities

Official festival programme,
Website and Lanyard

BRISTOL HARBOUR



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The Bristol Harbour Festival is well established as one of the top summer events in the South West.

It highlights the extraordinary cultural diversity of the city and the surrounding region, offering excitement for people of every age and interest.

Visitors over the three days will enjoy outstanding free entertainment in the beautiful setting of Bristol harbour that this year celebrates 200 years as a historic gateway port. There is a diverse programme of attractions, from international party sounds and world music to Cirque Bijou's energetic circus programme. There is also a Dance Village and, of course, the programmes of activities on the water, of which the historical ships and the festival's trademark fireworks are the highlights.

Attendance in recent years has been widely reported to be in excess of 250,000 people over the three days so this is an amazing opportunity to reach a huge audience. This year, the official programme will contain a useful foldout map, which will have advertising sites around the edges. There is also a website which is regularly maintained and updated with the latest festival news and details of the programme.

Event organised by Bristol City Council Arts, Festivals & Events



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New for 2009!

We are producing a lanyard, which will contain a mini guide to the festival site, and a unique discount scheme that advertisers can participate in. People attending the festival will be able to buy a lanyard which, when presented at participating businesses, will entitle them to a discount or added value offer. This initiative will help increase footfall for businesses around the festival site, encourage return visits after the festival and benefit visitors to this high-status event.

PROGRAMME

75,000 programmes are printed and made available both on- and off-site as follows:
33,000 copies are distributed four weeks before the festival throughout Bristol and across a one-hour drive time, including Bath, Wiltshire and Somerset. 12,000 copies are inserted in Venue magazine, the region's premier weekly leisure guide, and 30,000 copies are given out at the event.

LANYARD

22,000 lanyards containing the mini guide and discounts/offers will be sold on-site

WEBSITE

Website visitors - 30,000*



* ESIMATE

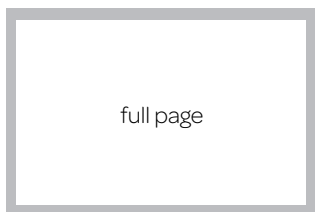
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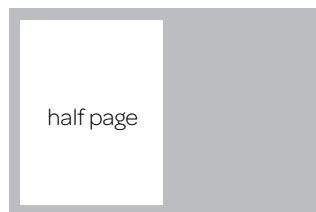
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Rate card: Programme



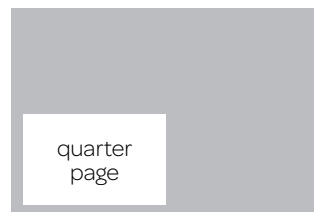
Full Page: £2,750

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



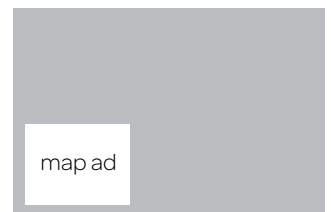
Half Page: £1,450

Type area (mm)
133.5 deep x 95 wide



Quarter Page: £750

Type area (mm)
64 deep x 95 wide



Map ads: £295

Type area (mm)
40 deep x 75 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.

Rate card: Website & Lanyard



2008 programme

WEBSITE: Banner and Tower Ads available - price on application.

LANYARD: Back page: £1,250 / Sponsorship available from £3,000

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If you think that your business would benefit from reaching this huge audience, then please contact us.

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