

# Advertising Opportunities



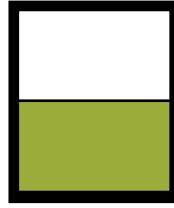
**Festival Guide Publication  
Ann Arbor Summer Festival  
June 18 - July 11, 2010**

Circulation: 50,000

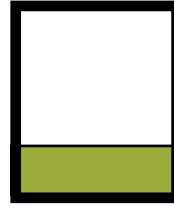
The Ann Arbor Summer Festival's annual Festival Guide contains a comprehensive listing of all festival activities. The publication is distributed free of charge to all festivalgoers, including ticket holders for all Mainstage performances and nightly attendees at Top of the Park, as well as in high-traffic areas throughout Washtenaw County. The Festival Guide is a four-color, 11.25" x 6" publication. All ads will be printed in full color with horizontal format. Circulation is 50,000, and space is limited.



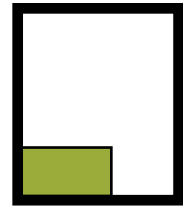
FULL  
PAGE  
11.25 x 6  
\$1,000



HALF PAGE  
HORIZONTAL  
5.625 x 6  
\$500



QUARTER PAGE  
HORIZONTAL  
2.8125 x 6  
\$300



EIGHTH  
PAGE  
2.8125 x 3  
\$175

## Premium Placement

BACK COVER (\$1,500), INSIDE FRONT COVER (\$1,250), INSIDE BACK COVER (\$1,250)

## Mechanical Specifications

Preferred format is a high resolution PDF file. Accepted Applications: InDesign, Illustrator CS, or Photoshop.

## Submission

Please submit digital files via email to [rwoulfe@umich.edu](mailto:rwoulfe@umich.edu).

A Macintosh-compatible CD-ROM, including all fonts, linked art and two hard copies of the ad can be mailed to:

Ann Arbor Summer Festival  
c/o Advertising  
310 Depot Street, Suite 3  
Ann Arbor, MI 48104

**Space Reservation Due:  
Monday April 19, 2010**

**Ad Materials Due:  
Monday, May 2, 2010**

# Advertiser Commitment Form



Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail address: \_\_\_\_\_

## Please Reserve:

|   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> FULL PAGE<br>11.25 x 6<br>\$1,000  | <input type="checkbox"/> HALF PAGE<br>HORIZONTAL<br>5.625 x 6<br>\$500 | <input type="checkbox"/> QUARTER PAGE<br>HORIZONTAL<br>2.8125 x 6<br>\$300 | <input type="checkbox"/> EIGHTH PAGE<br>2.8125 x 3<br>\$175 |
| <input type="checkbox"/> BACK COVER<br>11.25 x 6<br>\$1,500 | <input type="checkbox"/> INSIDE FRONT COVER<br>11.25 x 6<br>\$1,250    | <input type="checkbox"/> INSIDE BACK COVER<br>11.25 x 6<br>\$1,250         |   |

## Payment:

Payment Amount: \$ \_\_\_\_\_  
 Send Invoice  
 Check Enclosed  
 Credit Card:    Visa \_\_\_\_\_ Master Card \_\_\_\_\_ Discover \_\_\_\_\_  
Card Number: \_\_\_\_\_ Exp \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_

Payment is due upon receipt of invoice.  
Please make checks payable to "Ann Arbor Summer Festival."  
Please keep a copy of this form for your records.

Please return this form to:

Robb Woulfe

P: 734.994.5999 | F: 734.994.5885 | [rwoulfe@umich.edu](mailto:rwoulfe@umich.edu)

Ann Arbor Summer Festival | 310 Depot Street, Suite 3 | Ann Arbor, MI 48104

PLEASE NOTE: As guide space is limited, ads are sold on a first-come, first-served basis and the Ann Arbor Summer Festival reserves the right for final approval and editing of ad copy.

## Program Description:

The Ann Arbor Summer Festival is an exhilarating celebration of performing arts, outdoor entertainment, and community spirit. Each year, the three-and-a-half-week cultural and social event offers dozens of performances, activities, exhibitions, screenings and more, with eclectic music, dance, theater, film, visual arts, and family fun.

## Audience & Demographics:

Recognized as one of the leading performing arts festivals in the country, the Ann Arbor Summer Festival offers an energetic mix of regional, national, and international artists of all disciplines. The festival's spectrum of artistic expression attracts a diverse audience in terms of age, interest, ethnicity, socio-economic background, education, and gender. With over 100 events each season, the festival provides a multitude of ways to engage fans.

Attendance: Averages 60,000 festivalgoers each year

- 55% of festival patrons reside in Ann Arbor
- 45% of festival patrons live within a 45-mile radius, including Birmingham, Detroit, Brighton, Flint, Lansing, Jackson, and Toledo
- The average Mainstage ticket buyer is 35-59 years of age
- The average Top of the Park attendee is 25-50 years of age
- 59% of festival patrons are college educated
- 45% of festival patrons have an average household income of \$50,000-\$75,000
- 24% of festival patrons have children under the age of 18
- Individuals of diverse cultural backgrounds frequent both Mainstage and Top of the Park events

