

# Advertising Opportunities



**Festival Guide Publication  
Ann Arbor Summer Festival  
June 15–July 8, 2012**

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 festival-goers, 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, 8.5" x 5.5" publication with a circulation is 50,000. Advertising space is limited and sold on a first-come, first-served basis.



**FULL PAGE**  
5"w x 8"h  
\$1,500



**HALF PAGE**  
5"w x 3.875"h  
\$1,000



**QUARTER PAGE**  
2.375"w x 3.875"h  
\$500

## Mechanical Specifications

All guide ads are full-color with no bleeds. Preferred format is a high resolution PDF file.

### **ACCEPTABLE AD FORMATS:**

Adobe InDesign, provided all images and fonts are included in package; Adobe Photoshop and Illustrator (CS3 or earlier), provided all fonts are embedded or outlined, all images are 300 dpi and file is CMYK; high-resolution EPS, TIFF or JPEG files (CMYK).

### **UNACCEPTABLE AD FORMATS:**

We cannot accept ads created in the following programs: Microsoft Word, PowerPoint, Pagemaker, Corel Draw, etc. nor can we use PDF files created from those programs. See above the acceptable file formats.

### **SUBMISSION:**

Please submit digital files via email to [rwoulfe@umich.edu](mailto:rwoulfe@umich.edu). Please transfer files larger than 10Mb via YouSendIt.com or burn to a Mac-compatible CD-ROM, including all fonts, linked art and two hard copies of the ad, and mail to:

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

### **ARTWORK DEADLINE:**

**Monday, April 30, 2012**

# Advertiser Commitment Form



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

## Please Reserve:

FULL PAGE  
5 x 8  
\$1,500

HALF PAGE  
5 x 3.875  
\$1,000

QUARTER PAGE  
2.375 x 3.875  
\$500

## Payment:

Payment Amount: \$ \_\_\_\_\_

Send Invoice

Check Enclosed

Credit Card: Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ 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

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

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

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.

## Event Description:

The Ann Arbor Summer Festival is a celebration of performing arts, outdoor entertainment, and community spirit. A boutique music and arts festival, the three-week gathering offers dozens of performances, activities, exhibitions, and screenings representative of the best in music, dance, comedy, film, street arts, and family entertainment.

Now entering its 29th season, the Ann Arbor Summer Festival produces two concurrent programs, one indoor and one outdoor, at various venues and spaces across the University of Michigan campus and in downtown Ann Arbor. The indoor Mainstage series includes ticketed performances of world-class music, dance, theater, and comedy. The outdoor program, Top of the Park, is held along a beautiful campus green and offers admission-free concerts, movies under the stars, open-air spectacles, and unique family attractions.

## Audience & Demographics:

Recognized as one of the leading performing arts festivals in the country, the Ann Arbor Summer Festival offers a progressive 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 creative ways to engage fans.

Attendance: Averages 60,000 festival-goers 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

Source: AMS ArtsVision Patron Analysis Report 2005

