



PO BOX 2897, STATION M
CALGARY, ALBERTA T2P 3C3
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Introduction

Over the water and through the trees an island teems with the sights and sounds of musical exploration and community, a magic place that springs to vivid life every July for four wonderful days. Step off the edge of Calgary's concrete jungle and feel the grass beneath your toes, hang with your friends and neighbours and be reminded about what it means to be alive and connected. This is the 33rd annual Calgary Folk Music Festival held July 26-29, 2012 on Prince's Island, our small town in the big city, brimming with the joyous sounds of collaboration and inspiration. Diverse voices from across the globe will emancipate your ears and thrill your hearts with a tapestry of once-in-a-lifetime moments.

The Artists

Artists who have performed at previous festivals include: Nanci Griffith, Yo La Tengo, kd lang, Buffy Sainte-Marie, Avett Brothers, Roberta Flack, Iron & Wine, Andrew Bird, Feist, Kris Kristofferson, Macy Gray, Broken Social Scene, Elvis Costello, David Byrne, Arrested Development, Andrew Bird, City and Colour, Don McLean, Mary Chapin Carpenter, Rufus Wainwright, Neko Case, Ricky Skaggs, The Neville Brothers, Steve Earle, Joan Baez, Bruce Cockburn, Jann Arden, Blue Rodeo, Jeff Tweedy, Sarah Harmer, Great Big Sea, Los Lobos, Emmylou Harris, Buck 65, Corey Harris, Michael Franti & Spearhead, Richard Thompson, Taj Mahal, Allison Krauss, David Lindley, Joan Armatrading, Spirit of the West, Hawksley Workman and John Hiatt.

The Program

The program guide has become the information source for all things relating to the festival. Inside it you'll find artist biographies, festival-related articles, a site map, and mainstage and sidestage schedules. Over the years the festival's program guide has become a coveted survival guide. In addition to the program's relevance during the festival, it also serves as a resource and keepsake that is often referred to after the festival. It is estimated that each program is read by no less than 4 people throughout the 4-day festival. Over the weekend that amounts to advertising exposure to more than 20,000 of our patrons.

Circulation & Demographics

The festival prints 6000 copies of the 80 page program. They are sold on site by our volunteer crew at the festival entrance, in the general store, and throughout the island. In addition, each one of our over 1600 volunteers are given a program as part of their volunteer benefit package.

Like its programming, the Calgary Folk Music Festival prides itself on attracting a wide range of people to the event. Of surveyed audience, Calgarians accounted for 80 % of our attendees, Edmonton: 5%, Other Alberta: 8%, Outside Alberta: 7%

AUDIENCE PROFILE

MARITAL STATUS %

Single, no children	37
Single, with children	8
Married/Cohabiting, no children	24
Married/Cohabiting, with children	31

HOUSEHOLD INCOME %

under \$35,000	9
\$35,000 to \$50,000	8
\$50,000 to \$80,000	13
\$80,000 +	44

AUDIENCE PROFILE

GENDER %

Female	59
Male	41

AGE %

16 - 24 years	17
25 - 34 years	35
35 - 44 years	16
45 - 54 years	15
55 + years	15

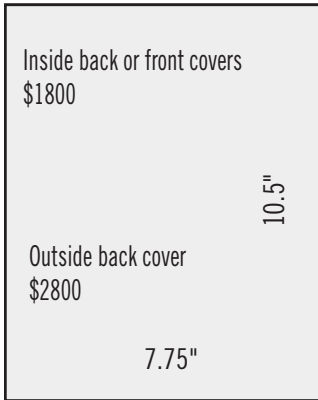
Advertising Rates and Specifications 2012



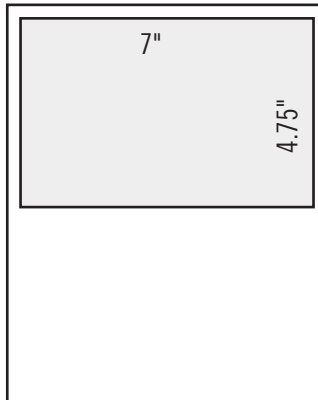
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ALL ADS FULL COLOUR. All pricing is net

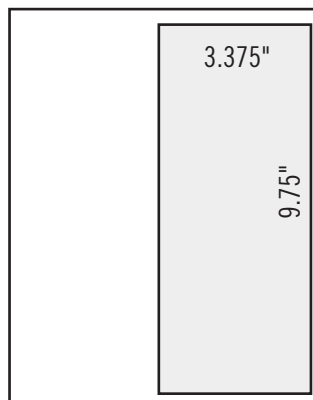
\$1500 Full page



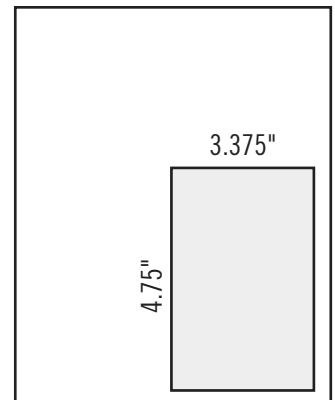
\$850
 1/2 page
 Horizontal



\$850
 1/2 page
 Vertical



\$450
 1/4 page
 Vertical only



For full page ads that require a bleed, build your document to the trim size and extend the image 1/4 " beyond the document on all sides. Live images and type must be a minimum of 1/4" inside the trim size measurements

Non-profit organizations receive 20% discount on all ads and sizes

Deadlines

Ad bookings – **Monday, May 28**
 Camera ready artwork – **Monday, June 4**

Mechanical Requirements

- Electronic files should be supplied as 300 dpi TIFF, 300 dpi JPEG, or print-ready (hi-res) PDFs.
- We are unable to accept Word, Powerpoint, GIF, or Corel files and documents
- Once ad space has been booked, artwork can be emailed as a compressed Stuffit (.sit) or ZIP file to the Festival's graphic artist, Peter Moller if it is under 10 MB in size. If the file is larger, then please email Peter Moller for FTP info to pmoller@eggpress.ca.
- The program is 7.75" x 10.5" and will be printed full colour on FSC certified 70lb matte non-coated Cougar opaque. The cover is 4 colour process on Cougar matte coated cover with the outside back and inside front and back covers available for advertising.

For further Information or to reserve space contact Andra Louie:

Email: andralou@telus.net
 Direct: (778) 994-2710 CFMF Office: (403) 233-0904 Fax: (403) 266-3373

All payments are due June 4 with your camera ready artwork.
 Please make all cheques payable to Folk Festival Society of Calgary.

\$250
 1/8 page
 Horizontal only

