



## HILLSIDE FESTIVAL 2017 PROGRAM ADVERTISING OPPORTUNITIES

Advertise with an  
award-winning festival!

The Hillside summer festival program gives you access to up to 6,500 people per day for three heady days of music, drumming, and spoken word.

What kind of people are these, you ask?

- **84% of our patrons are between 25 and 65.**
- **87.3% come back year after year.**
- **56% of people who attend Hillside found out about it via word of mouth.**
- **48% plan their vacations around Hillside.**
- **40% are from Guelph and area; 18% are from our region (Kitchener-Waterloo, Cambridge, Owen Sound, London); 25% are from Toronto; and 17% are from further away (Ottawa, Montreal, the U.S., and other countries)**

Advertising in our summer program would help you target a group of loyal, community-oriented people who talk to each other, car-pool, cycle, and bus themselves to the festival, and bring their children and friends in order to do something special for three days every year. And what exactly do they want to do?

- **60.2% come to Hillside to relax or escape;**
- **58.1% comes to spend quality time with friends and family;**
- **57% come to discover something new.**

So, this is an open-minded group of people who are grounded and creative and will help carry your advertising message.

### Programming

For over 30 years, we have operated as a not-for-profit celebration of music and the arts that is buoyed up by community support and the chutzpah of volunteers. Advertising in our program is a way of contributing to our success, your community's health, and the ongoing flourishing of the arts and the life of the imagination. Every summer in July, we feature music performances and workshops on five stages (including a Children's stage) and in the Aboriginal Circle, a large area at the center of which is the sacred fire and a tipi. We also offer performances and activities in the Drum & Dance area, the Children's area, and in a little village of Workshop Tents whose names should give you an idea of their programming: Healthy Environment, Neighbourhood, Active Living, Do-It-Yourself, Things-We-Eat, Performing Arts, and Body & Mind.

Phone 519.763.6396  
office@hillsidefestival.ca  
hillsidefestival.ca

341 Woolwich Street  
Guelph, ON N1H 3W4



### **Distinctions – Music programming, Accessibility, Environment, Volunteerism**

From 2014–17, Hillside was chosen as one of 23 Ontario festivals to receive the Festival of Distinction Award presented by Festivals & Events Ontario. Luminato, TIFF, and Stratford Festival also received this distinction. The honour includes the naming of our festival among the top 100 events in the province, a distinction we have received for many years. In 2017, we also received the Volunteer Program of the Year award from FEO. From 2008 to 2014, we also received the Best Greening of a Festival award, the 2008 Best Poster award, the Best Program award for 2009–2013, the 2011 Hall of Fame Award, the 2012 Volunteer of the Year Award, and the 2014 Volunteer Family of the Year Award. In 2014, we received the City of Guelph Barrier-Free Committee’s Accessibility Award and the Honour Roll Award from the Grand River Conservation Authority, their highest honour, for “a sustained record of achievement over an extended period of time.” We’ve been hailed by *Rolling Stone* magazine, *The Globe and Mail*, the CBC, and the *Toronto Star* (among others) as an innovative “must-see” event that offers fantastic music and a rare opportunity to immerse yourself in a creative culture that is inclusive and environmentally responsible.

### **Distribution**

- **Approximately 6,000 copies are distributed at the festival.**

### **Quality**

- **The program is printed on 100% post-consumer recycled paper.**
- **It’s printed using 100% green electricity.**
- **It’s a well-loved souvenir.**

It contains all of the photos and biographies of featured artists; all of the recent news about our festival; all of the tips about How-To-Hillside; all of the food menus, workshop schedules, performance times; and maps about how to get around and find things.

### **Advertising Agreement**

To reserve your advertising spot, please send the completed form, along with payment, by **Friday, May 19, 2017**.

The final artwork deadline is **Friday, May 26, 2017**.

If you would like Hillside to design your ad, please provide the following by Friday, May 19, 2017: **logo, ad copy, digital photos or graphics and a written description of design**. An extra fee may apply. Please email [gareth@linddesign.ca](mailto:gareth@linddesign.ca) for a quote on ad design.

If you have any advertising questions, please contact Jenna, our Office Manager, at [office@hillsidefestival.ca](mailto:office@hillsidefestival.ca) or 519-763-6396.

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[hillsidefestival.ca](http://hillsidefestival.ca)

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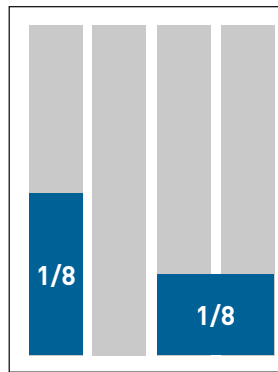


## PROGRAM AD RATES

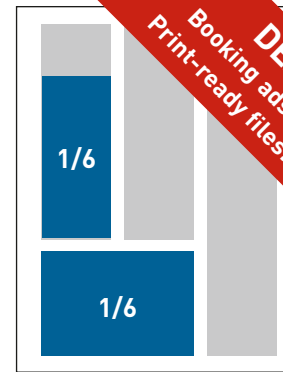
1/8 page	<b>\$185</b>
1/6 page	<b>\$250</b>
1/4 page	<b>\$325</b>
1/3 page	<b>\$450</b>
1/2 page	<b>\$600</b>
Full page inside	<b>\$750</b>
1/2 page inside cover (colour)*	
1/2 page centre insert (colour)*	<b>\$750</b>
Full page inside cover (colour)*	<b>\$1,100</b>

Prices do not include HST.

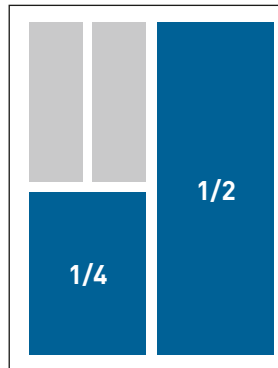
\* Limited availability. Book early.



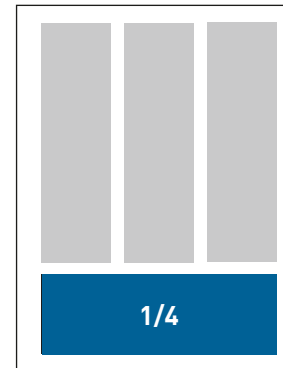
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1/8 page horizontal  
3.167 x 2.25"



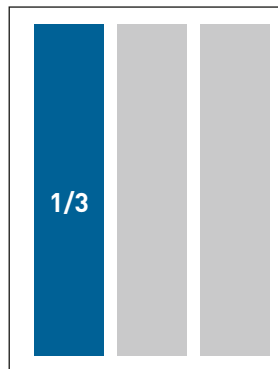
1/6 page vertical 2 x 4.625"  
1/6 page horizontal  
4.25 x 2.25"



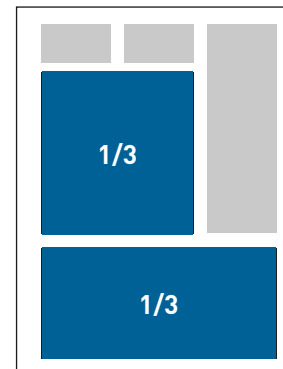
1/4 page vertical  
3.125 x 4.625"  
1/2 page vertical  
3.125 x 9.5"



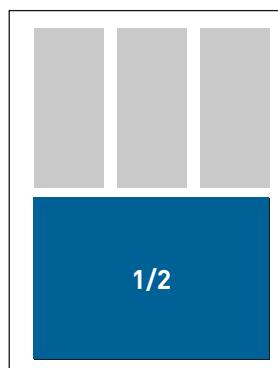
1/4 page horizontal  
6.5 x 2.25"



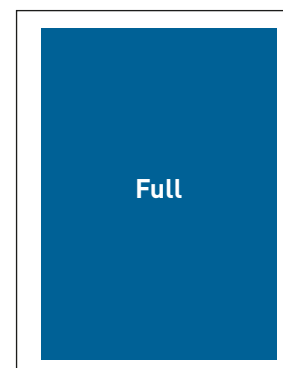
1/3 page vertical  
2 x 9.5"



1/3 page square 4.25 x 4.625"  
1/3 page horizontal 6.5 x 3"



1/2 page horizontal  
6.5 x 4.625"



Full page 7 x 9.5" or  
8 x 10.5" + 0.125" bleed

**DEADLINES:**  
Booking ads: Friday, May 19  
Print-ready files: Friday, May 26



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# PROGRAM ADVERTISING ORDER FORM & CONTRACT

**YES! I'd like to advertise in the Hillside Festival Program!**

I have reviewed the advertising information provided and would like to reserve the following ad space.

**NOTE: All ads are printed in black-and-white except back cover, inside covers, and insert. Ads not submitted in grayscale format will be converted. Hillside is not responsible for loss of legibility in the conversion – e.g., red on black will convert as dark gray on black and may not be readable.**

Ad Size and Type	Amount of 50% deposit (before HST)	Total Ad Rate including 13% HST
<input type="checkbox"/> 1/8 Page Horizontal	\$92.50	<b>\$209.05</b>
<input type="checkbox"/> 1/8 Page Vertical	\$92.50	<b>\$209.05</b>
<input type="checkbox"/> 1/6 Page Vertical	\$125	<b>\$282.50</b>
<input type="checkbox"/> 1/6 Page Horizontal	\$125	<b>\$282.50</b>
<input type="checkbox"/> 1/4 Page Vertical	\$162.50	<b>\$367.25</b>
<input type="checkbox"/> 1/4 Page Horizontal	\$162.50	<b>\$367.25</b>
<input type="checkbox"/> 1/3 Page Vertical	\$225	<b>\$508.50</b>
<input type="checkbox"/> 1/3 Page Square	\$225	<b>\$508.50</b>
<input type="checkbox"/> 1/3 Page Horizontal	\$225	<b>\$508.50</b>
<input type="checkbox"/> 1/2 Page Horizontal	\$300	<b>\$678</b>
<input type="checkbox"/> 1/2 Page Vertical	\$300	<b>\$678</b>
<input type="checkbox"/> Full Page	\$375	<b>\$847.50</b>
<input type="checkbox"/> 1/2 Page Centre Insert, Colour*	\$450	<b>\$1,017.50</b>
<input type="checkbox"/> 1/2 Page Inside Cover, Colour*	\$450	<b>\$1,017.50</b>
<input type="checkbox"/> Full Page Inside Cover or Back Cover, Colour*	\$550	<b>\$1,243</b>

\*Limited availability – first come, first served.

Same ad as last year    Will provide completed ad    Would like Hillside to create ad

Contact Person: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ PC: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

A minimum of a 50% deposit must accompany all advertising orders to confirm space.

I have enclosed entire payment. Total Ad Rate \_\_\_\_\_ + 13% HST \_\_\_\_\_ = \_\_\_\_\_

I have enclosed a deposit payment for 50% of the amount (remainder will be invoiced and will be due upon receipt).    Deposit = \_\_\_\_\_

Cheque enclosed payable to Hillside Festival\*

\*Please Note: NSF cheques will be charged an additional \$25 fee. If final payment is not received by press time, advertiser could lose their ad space and deposit. **Do not send cash.**

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For office only  
 SP  SW

By signing this contract, the advertiser agrees to pay the advertising rate, in full and on time, confirms that they have read the full advertising package, agrees to the parameters outlined and agrees to adhere to the electronic requirements. Neither Hillside nor production staff will be responsible for misinformation or misprints. Hillside reserves the right to modify distribution plans. Purchasing program advertising does not guarantee the purchase any tickets to Hillside or access to the festival site.

Signature \_\_\_\_\_ Date \_\_\_\_\_



## PROGRAM ADVERTISING ELECTRONIC FILE REQUIREMENTS

Advertise with an  
award-winning festival!

All ads should be submitted as electronic files according to the following guidelines.

**Use the following media:**

- By email to [gareth@linddesign.ca](mailto:gareth@linddesign.ca). We can accept files up to 25 MB in size.
- If a file is too large to email, send a note to [gareth@linddesign.ca](mailto:gareth@linddesign.ca). A **dropbox** link will be provided and you can put your files in there.

**Preferred formats for black-and-white ads are (in order of preference):**

- PDF (any platform) – High-resolution (400 dpi), high-quality compression (“PDF/X-4:2008” setting is best) with fonts embedded.
- Adobe Illustrator (any platform) – Fonts converted to outlines, all images embedded.
- Adobe InDesign (Mac) – Fonts and linked pictures supplied.
- TIF (any platform) – High-resolution (400 dpi). (Black text may look a little blurry when printed in TIF format.)

For optimal printing, all grayscale or colour images should be 400 dpi (dots per inch) at 100 percent. *All ads are printed grayscale unless it is on the cover, inside cover or colour insert.* If JPEG files are supplied, they should be saved at best quality (10 or higher).

**For colour, the above specifications apply. In addition:**

- All images should be saved as **CMYK not RGB**.
- Please use U.S. Sheetfed Uncoated V2 setting for converting images to **CMYK** in Photoshop. Paper is Enviro100 Satin, an uncoated stock, so midtones will tend to fill in.

**General notes:**

- Regarding other formats, please contact our program designer at [gareth@linddesign.ca](mailto:gareth@linddesign.ca) for instructions.
- You will be sent a final PDF proof of your advertisement for approval prior to the final production of the program.
- You will be sent a tear-sheet of your advertisement post-festival.

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