



Crafted Vancouver

2019 PROGRAMME GUIDE
ADVERTISING SPECS

Crafted Vancouver produces a beautifully made collector quality Programme Guidebook which reflects our core values of fine craftsmanship. They are meant to be used during the festival and kept long after.

Working closely with our design and printing partners we produce 5000 copies which includes information on festival events and highlights our advertisers and sponsors to our festival participants. Copies are selectively distributed at airport lounges, concierge services, private member's clubs, community and cultural centres and our 2019 sponsor, advertiser and Programme Partner locations. The Programme Guidebook is handed out to audience members at events and is archived online at CraftedVancouver.com.

| | Standard Rates | Event Partner Rates |
|---------------------------------|----------------|---------------------|
| Inside Front Cover (6.25" x 9") | \$1200 | \$1000 |
| Full Page (6.25" x 9") | \$1000 | \$500 |
| Half Page (6.25" x 4.5") | \$500 | \$300 |



Finished Size
6.25" x 9"
(13.875 x 22.86 cm)

Bleed
0.5" all sides
(1.25 cm)

Live Area
6.125" x 8.875"
(15.5575 x 22.5425 cm)



Finished Size
6.25" x 4.5"
(13.875 x 11.43 cm)

Bleed
0.5" all sides
(1.25 cm)

Live Area
6.125" x 4.375"
(15.5575 x 11.1125 cm)

Preparation

1. Full Colour is preferred (no additional charge)
2. Please do not create ads in a word processing application
3. Creative must be provided in high resolution PDF format
4. File resolution for raster images must be **300 dpi**
5. Logos and text should be vector
6. All images and text must be converted to **CMYK colour**
7. Files may be sent via Dropbox or We Transfer
8. In addition, source files must be provided; please compress source files including ALL image and logo links into a ZIP archive