

MAY
1 — 25
2021

Crafted Vancouver

ADVERTISING PACKAGE

MADE TO BE DISCOVERED | #CRAFTEDVANCOUVER

OUR REACH



2,501
FOLLOWERS



2,119
NEWSLETTER
SUBSCRIBERS



1,756
FOLLOWERS

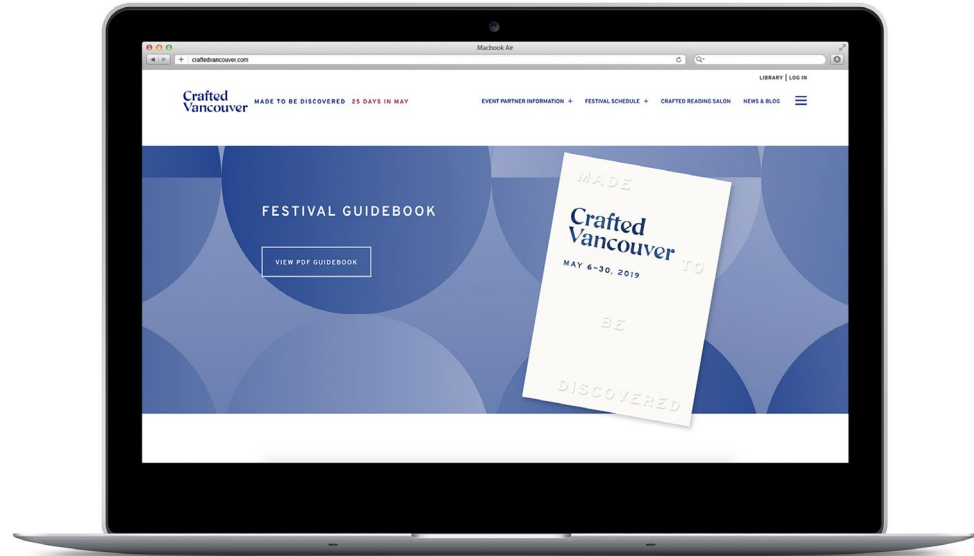


6,000+
AVERAGE PAGE VIEWS PER MONTH

57,000+
TOTAL PAGE VIEWS DURING
FESTIVAL SEASON: MARCH-MAY

35,000+
TOTAL PAGE VIEWS DURING
CRAFTED VANCOUVER MAY 1-31

2,200+
TOTAL PAGE VIEWS DURING
NON-FESTIVAL SEASON PER MONTH



FESTIVAL GUIDEBOOK ADVERTISING

Crafted Vancouver designs and produces a collector quality Festival Guidebook each year. Working closely with our design and printing partners, we produce 5000 copies which includes detailed information on all festival events and highlights our advertisers and sponsors to our festival audience.

Guidebooks are distributed throughout April to select locations throughout Metro Vancouver and have a shelf life long after each festival. Major Guidebook drop-off locations are accessed on the homepage of our site April to May 25th. The most current digital version of the Guidebook is viewable on the home page of craftedvancouver.com. Archived versions are available to reference on the dedicated Festival Guidebook page of the website. Official Event Partners receive 100 copies for their own distribution. Crafted Vancouver Community and Collector Members receive a copy of the Guidebook mailed to their door.

Update: The 2021 Festival Guidebook will be produced in digital format only. We are offering discounted rates to reflect this decision. Distribution of the digital Festival Guidebooks will continue to reach a wide Canadian and international audience.

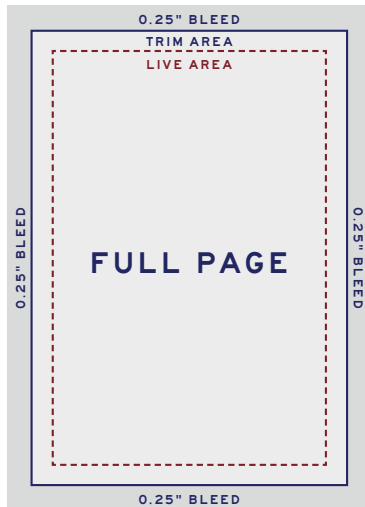
Guidebook Advertising	Standard Rates	Event Partner Rate 40% Discount (limited space available)
Inside Back Cover (6.25" x 9")	\$1200	N/A
Full Page (6.25" x 9")	\$1000	\$600
Half Page (5.75" x 4.125")	\$500	\$300



GUIDEBOOK AD SPECS

File Preparation

- Full Colour is preferred (no additional charge)
- Please do not create ads in a word processing application
- Creative must be provided in high resolution PDF format
- File resolution for raster images must be 300 dpi
- Logos and text should be vector
- Printers Marks are not required, only include crop marks
- All images and text must be converted to CMYK colour
- In addition, source files must be provided; please compress source files including ALL image and logo links into a ZIP archive



Full Page Ad Trim

6.25" x 9"

Live Area

(Please keep all important information within the Live Area)

5.75" x 8.5"

Bleed

0.25" all sides

Trim Size + Bleed

6.75" x 9.5"



Half Page Ad Trim

6.25" x 4.5"

Live Area

(Please keep all important information within the Live Area)

5.75" x 4"

Bleed

0.25" all sides

Trim Size + Bleed

6.75" x 5"



ROTATING HOME PAGE ADVERTISING

Crafted Vancouver offers up to 12 Rotating Home Page Advertising spaces each year. During the 2019 festival period CraftedVancouver.com received 57,000+ page views. Our dedicated Social Media Manager and Blog & Newsletter Editor remain active on our social media channels year-round and produce monthly Blog and Newsletter posts.

Ads remain on the home page of craftedvancouver.com for 12 months—March 1 to February 28.
Ads can be changed at any time during this period.

Each year, from January 1 to May 30, Crafted Vancouver offers additional complimentary rotating ad space to a select group of outstanding craft-sector initiatives.

Rotating Home Page Advertising	Standard Rates	Event Partner Rate 40% Discount (limited space available)
Home Page Ad size (1140 x 450px)	\$1000	\$600

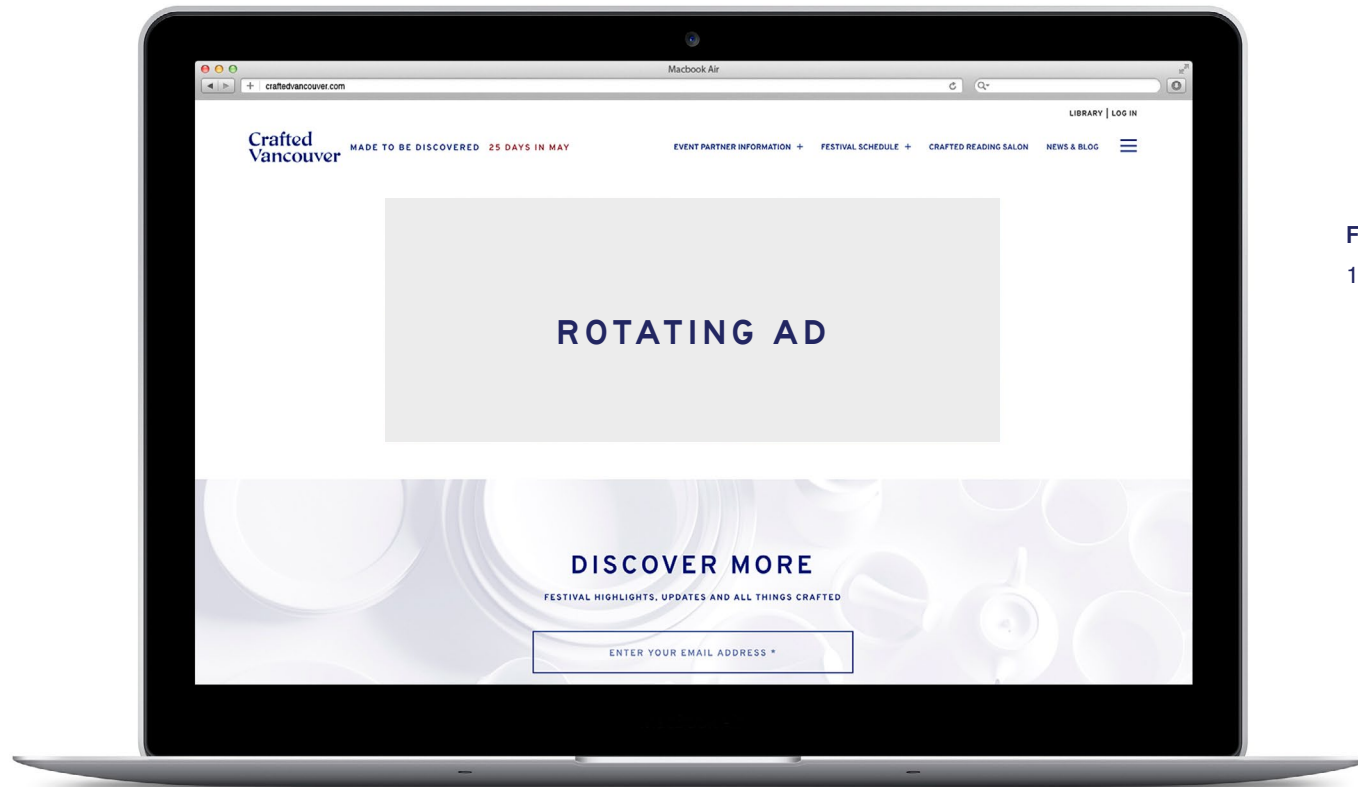
Guidebook Advertising & Rotating Ad Combo	Standard Rates 15% Discount	Event Partner Rate 40% Discount (limited space available)
Home Page Ad & Inside Back Cover	\$1870	N/A
Home Page Ad & Full Page Ad	\$1700	\$1200
Home Page Ad & Half Page Ad	\$1275	\$900



WEBSITE AD SPECS

File Preparation

- Ad size is 1140 x 450 pixels
- RGB colour mode
- Please do not create ads in a word processing application
- Creative must be provided in high resolution JPEG format
- File resolution must be no lower than 72 dpi and no higher than 300dpi



Finished Ad Size
1140 x 450px



CONTACT US

EMAIL PRINT AND WEB ADS TO:
ADVERTISING@CRAFTEDVANCOUVER.COM

PLEASE DIRECT FURTHER ADVERTISING QUESTIONS
TO MARTA MALECKI:
MARTA.M@CRAFTEDVANCOUVER.COM

IF YOU REQUIRE PROFESSIONAL DESIGN CONSULTATION WE ARE
PLEASED TO MAKE RECOMMENDATIONS FOR GRAPHIC DESIGNERS.
PLEASE CONTACT US AT:
INFO@CRAFTEDVANCOUVER.COM