

Australian Festival of Chamber Music, Townsville NQ 28 July – 5 August 2017

Advertising Opportunities

The Australian Festival of Chamber Music (AFCM) is Australia's leading chamber music festival and is held annually in Townsville in winter. It attracts thousands of visitors to the region and has an international reputation for the quality of the musicians it brings to Townsville from all around the world, and for its innovative programming. Attendance has been growing each year with over 16,000 tickets sold to local, national and international visitors at last year's Festival.

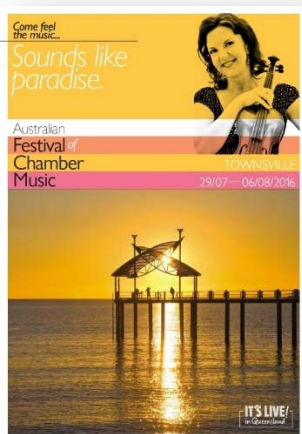
In 2017, the Festival celebrates its 27th Anniversary. The Festival will bring up to 40 musicians from around the world to perform in approximately 30 concerts over 9 days in Townsville.

The Festival produces two publications for audiences:

(i) the Booking Brochure, and (ii) the Festival Program

There are opportunities to advertise your business in one or both of these publications.

- The Booking Brochure is a quality A5 size, full colour booklet, distributed in March
- The Festival Program is a quality A4 size, full colour booklet, distributed in July



(please note: 2016 booklets are used as an example and cover artwork will change)

Why Advertise?

Our Festival publications are a low-cost way to reach a targeted group of visitors to Townsville, as well as an engaged local audience. Festival patrons are typically mature, have high disposable incomes, are often professionals or self-funded retirees and are highly pre-disposed to dining out and shopping during their time in Townsville:

- Over 60% of all Festival attendees are visitors to Townsville*
- Their average length of stay in Townsville is 9 nights, with most visitors preferring to stay in hotels and holiday apartments
- The Festival generates over 15,000 visitor nights for the region

*Information taken from survey of 2016 patrons.

About the Festival Booking Brochure

In March, the Festival will unveil its 2017 Program and distribute the highly anticipated Festival Booking Brochure to over 11,000 households nationally. The Booking Brochure highlights all the Festival has to offer and is a valuable resource for Festival attendees. It contains details about the Festival Program including the line-up of musicians, all concerts and special events, venues and ticket prices. There is also information about membership, sponsorship, travel and accommodation. The Booking Brochure is distributed to the entire AFCM database which includes members, past ticket holders and subscribers, plus it gets inserted into the April 2016 issue of Limelight magazine, which gets delivered to over 5,000 households nationally. The brochure will also be displayed on our website which has approx. 12,000 page views per month as well in all major concert venues including the Civic Theatre; all major hotels across Townsville; Townsville restaurants, cafés and shopping centres; Townsville schools and James Cook University.

Opportunities exist for full page, half page and 1/3 page advertisements.

The 2017 Booking Brochure will:

- Be an A5 full colour publication with high quality matt paper and approx. 52 pages long
- Have a print run of 11,000
- Be mailed to over 3,500 households
- Be distributed to over 5,000 Limelight Magazine subscribers nationally
- Be displayed at:
 - all major concert venues including the Civic Theatre
 - major hotels across Townsville
 - Townsville restaurants, cafés and shopping centres
 - Townsville schools and James Cook University
- Be available to view online at www.afcm.com.au
- Have a long shelf life of 6 months
- Include full colour, full page, ½ page and 1/3rd page advertisements

About the Festival Program

The official Festival Program is sold and distributed throughout the 9 days of the Festival from July to August 2017. It provides all levels of information regarding the Festival including a comprehensive outline of events, artist profiles, program notes, festival bus timetable and general information about Townsville – it is a must have for Festival audiences.

The Festival Program is a substantial, high quality publication that:

- Is A4 full colour with high quality matt paper, approx. 64 pages
- Has a print run of 1,000
- Is an annual publication – sold to Festival attendees during the Festival for \$15
- Is well read by attendees throughout the Festival, and becomes a keepsake for the year's event
- Includes full colour, full page, 1/2 page and 1/4 page advertisements

Advertising Prices

This is your opportunity to target a highly engaged audience with high discretionary incomes that WILL spend whilst in Townsville, and do enjoy shopping and eating out during their stay.

SINGLE ADVERTISEMENT OPTIONS:

	1/3 Page	1/2 Page	Full Page*
Booking Brochure	\$300 + gst	\$500 + gst	\$900 + gst

* add \$300 + gst to upgrade to back cover

	1/4 Page	1/2 Page	Full Page*
Official Program	\$300 + gst	\$500 + gst	\$900 + gst

* add \$300 + gst to upgrade to back cover

COMBINED PACKAGE OPTIONS:

1. Platinum Package

Package includes:

- Full page colour ad in Booking Brochure
- Full page colour ad in Festival Program
- A copy of each publication

Package price: \$1300 + gst (worth \$1,800)

SAVE \$500

2. Premier Package

Package includes:

- Full page colour ad in Booking Brochure
- 1/2 page colour ad in Festival Program
- A copy of each publication

Package price: \$1000 + gst (worth \$1400)

SAVE \$400

3. Value Package

Package includes:

- 1/2 page colour ad in Booking Brochure
- 1/2 page colour ad in Festival Program
- A copy of each publication

Package price: \$750 + gst (worth \$1000)

SAVE \$250

4. Saver Package

Package includes:

- 1/3 page colour ad in Booking Brochure
- 1/4 colour ad in Festival Program
- A copy of each publication

Package price: \$500 + gst (worth \$600)

SAVE \$100

Advertising Confirmation & Deadlines

To secure your place please email Amy Whebell at the Festival Office (contact details below).

Artwork deadlines as follows:

- Booking Brochure – Thursday 1 December 2016
- Program - Friday 2 June 2017

Advertisement Specifications will be emailed to you.

Contact Information

If you would like further information about this advertising opportunity, or other ways to be involved with the Festival, please contact:

Amy Whebell

Marketing & Events Executive

Telephone: (07) 4771 4144

Email: amy.whebell@afcm.com.au

Festival Office

Australian Festival of Chamber Music

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PO Box 5871, Townsville QLD 4810

Telephone: (07) 4771 4144

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Website: www.afcm.com.au

We thank you for your interest in supporting our Festival and look forward to seeing you at our 27th Australian Festival of Chamber Music!