

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, 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 17,300 attending in 2019 from across local, national and international markets.

In 2020, the Festival celebrates its 30th Anniversary. The Festival will bring 46 musicians – more than ever before - from around the world to perform in approximately 30 concerts over 10 days in Townsville.

The Festival produces two major publications for audiences:

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

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

- The Booking Brochure is a quality A5 size, full colour booklet, distributed in both print and electronically in February
- The Festival Program is a quality A4 size, full colour booklet, distributed in July



(please note: 2019 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:

- Approx. 60% of all Festival attendees are visitors to Townsville*
- Their average length of stay in Townsville is 9.7 nights, with most visitors preferring to stay in hotels and holiday apartments
- The Festival generates over 12,900 visitor nights for the region

**Information taken from survey of 2019 patrons.*

About the Festival Booking Brochure

This December, the Festival will unveil its 2020 Program to subscribers electronically; and in February the highly anticipated Festival Booking Brochure & Flyer will be distributed to approx. 3,500 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 travel and accommodation, sponsorship and supporting the Festival. The Booking Brochure is distributed to the AFCM customer database which includes members, past ticket holders and subscribers. The brochure is also 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 and tourist information centres across Townsville and North Queensland; 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 2020 Booking Brochure will:

- *Be an A5 full colour publication with high quality matt paper and approx. 44 pages long*
- *Have a print run of 5,500*
- *Be mailed to over 3,500 households*
- *Be displayed at:*
 - *all major concert venues including the Civic Theatre*
 - *major hotels across Townsville & North Queensland including Tourist Offices*
 - *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 7 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 10 days of the Festival. It provides all levels of information regarding the Festival including a comprehensive outline of concerts, 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 800
- 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, ½ page and ¼ 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	\$400 + gst	\$650 + gst	\$1100 + gst

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

* add \$250 + gst to upgrade to inside covers

	1/4 Page	1/2 Page	Full Page*
Official Program	\$400 + gst	\$600 + gst	\$950 + gst

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

* add \$250 + gst to upgrade to inside covers

Combined Package Options

Platinum Package Includes:

- Full page colour ad in Booking Brochure
- Full page colour ad in Festival Program
- A copy of each publication
- 3 Social Media Posts
- E-news post with photo & link

Package price \$1750 + gst

Value: \$2950 SAVE \$1200

Gold Package includes:

- Full page colour ad in Booking Brochure
- 1/2-page colour ad in Festival Program
- A copy of each publication
- 2 Social Media Post
- E-news post with photo & link

Package price \$1450 + gst

Value: \$2350 SAVE \$900

Silver Package Includes:

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

Package price \$950 + gst

Value: \$1400 SAVE \$450

Saver Package includes:

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

Package price \$650 + gst

Value: \$800 SAVE \$150

Advertising Confirmation & Deadlines

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

Artwork deadlines as follows:

- **Booking Brochure – Monday 3 December 2019**
- **Program – Tuesday 7 May 2020**

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:

Jacqueline Ferry

Marketing & Development Executive

Telephone: (07) 4771 4144

Email: jacqui.ferry@afcm.com.au

Festival Office

Australian Festival of Chamber Music

PO Box 5871, Townsville QLD 4810

Telephone: (07) 4771 4144

Website: www.afcm.com.au

We thank you for your interest in supporting the Festival and look forward to seeing you at our 30th Anniversary Celebrations!