



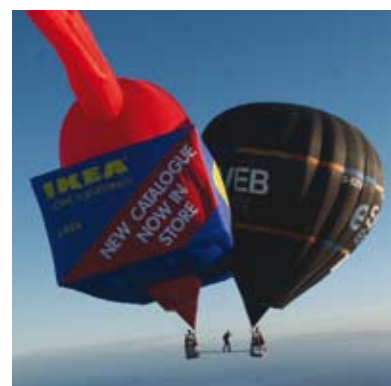
Bristol International
Balloon Fiesta 2011
**MEDIA
PACK AND
ADVERTISING
RATES**

Bristol International Balloon Fiesta 2011

11-14 August 2011

A FABULOUS MARKETING OPPORTUNITY:

ADVERTISE IN THE **NEW, IMPROVED** OFFICIAL PROGRAMME FOR AS LITTLE AS **£300!**



The Balloon Fiesta puts Bristol on the map. Founded over 30 years ago, it has become an iconic event for the city. It's also the largest event of its kind in Europe, attracting 500,000 visitors annually.

This year's event promises to be one of the best ever. The mass balloon launches will be spectacular - over 150 balloons of all shapes and sizes are taking part. The two night glow events never fail to inspire. And the Red Arrows are the stunning icing on the cake. And in between these highlights, there's the usual packed programme of events to keep the crowds entertained. Advertising in the Official Programme is the perfect way to ensure that your business makes its presence felt at this huge Bristol party!

TEN REASON WHY YOU NEED TO ADVERTISE IN THE OFFICIAL PROGRAMME:

- Be visibly involved with the most famous event on the Bristol calendar
- This year's programme will have extra pages and a thicker, glossy cover
- Ultra-competitive pricing ensures that we can provide you with an effective and affordable package
- Reach a large and enthusiastic family audience
- 36 A5 pages packed with useful information - people will refer to their programme again and again throughout the four-day event
- 15,000 copies distributed throughout the event and also given away to sponsors, VIPs etc
- The programme will be widely read and shared - 97% of visitors come with family, friends or partner
- A high-spending audience - 60% of visitors spent over £11 per day last year
- Many visitors will hang on to their programme as a souvenir after the event
- High visibility - a limited number of ad pages ensures that your ad will stand out

The deadline for advertising is July 15

Space is limited so don't delay - book your advertising today!

CONTACT: SIMON WHITEHOUSE OR MIKE SWIFT ON 0117 942 8491

EMAIL: S.WHITEHOUSE@VENUE.CO.UK OR M.SWIFT@VENUE.CO.UK

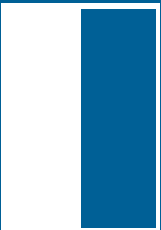
DIMENSIONS



FULL PAGE
190x128 type
216x154 bleed
210x148 trim



HALF PAGE
93x128mm



HALF PAGE
190x62mm



QUARTER PAGE
93x62mm

ADVERTISING RATES

COVER RATES

Inside front	£1200
Inside back	£1200
Back page	£1500

INSIDE

Full page	£950
Half page	£550
Quarter page	£300

BRISTOL INTERNATIONAL BALLOON FIESTA VENUE MAGAZINE

BRISTOL NEWS AND MEDIA

TEMPLE WAY/ BRISTOL / BS99 7HD

TEL 0117 9428491 E-MAIL ADS@VENUE.CO.UK

For the same rate we can design your ad and scan any pictures supplied. All rates exclude VAT.
Please note: pre-payment is required for all new advertisers.

Cancellation date Only written cancellations are accepted with notice of 10 days prior to publication and 15 days for covers. Supplied artwork is required as either a high resolution PDF, jpeg or Tiff file. 300dpi for colour, 200dpi for mono. This includes images supplied for ads set by us. A hard copy proof is also required. We do not use the following applications and cannot open these types of document: Word, Excel, Powerpoint, Pagemaker and CorelDraw.