



West Sound Art and Music Association
1140 NW Comyn RD, Poulsbo, WA 98370
westsoundartandmusic.org
360-361-8000

West Sound Ukulele Festival
OCTOBER 21 & 22, 2017 BREMERTON WA
FESTIVAL PROGRAM/ADVERTISING

Advertise!

A LOT of musicians and lovers of the ukulele will be in town...

And they've all got to eat, drink and shop somewhere....

West Sound Ukulele Festival programs will be printed in mid July and distributed throughout Kitsap County and the Seattle area to audience members, musicians, sponsors and VIPs at the festival.

The program is used as a constant reference in the lead-up to and during the festival. It provides a schedule of not only the Festival days, but to the many independent/supportive events leading up to the Festival, plus detailed information on jam sessions, lessons, special events, and parties.

How can your business reach these ukulele fans? Purchase an ad in West Sound Ukulele Festival Program and it will be distributed widely through the larger Puget Sound community!

CIRCULATION: full-color programs will go out to the West Sound Ukulele Festival community.

DISTRIBUTION: Throughout the greater Bremerton and surrounding community, to all West Sound Ukulele Festival patrons, VIPs, sponsors and other festival guests.

AD SALES FOR THE 2017 FESTIVAL PROGRAM ARE NOW OPEN!

EVENT OVERVIEW

Purpose: A two day festival celebrating the ukulele and the people who create music with them, encouraging a true sense of community among musicians, participants and audience.

Program: Featured performers at the evening event at the Admiral Theatre include, Del Rey, Aaron Crowell, Victoria Vox, Neal Chin and Milo Fultz, who will also be presenting workshops in a more intimate setting at the Kitsap Conference Center. Additional workshop presenters will include both traditional performers and those pushing the limits of music and creativity, in a family oriented participatory event. Details can be found on the festival website:

www.westsoundartandmusic.org/evening-program.html

Sponsorship: This event will depend on the generosity and support of both individuals and businesses throughout our region who are interested in becoming sponsors. A complete sponsorship package separate from the Festival Program can be provided to you, with a number of suggested levels

WSAMA is a federally recognized 501(c)(3) nonprofit organization.

West Sound Art and Music Association is a Washington State Nonprofit Corporation and a Federal 501(c)(3) nonprofit organization, Federal Tax ID#: 81-1603400
westsoundartandmusic@gmail.com



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CIRCULATION Programs printed and distributed throughout the city of Bremerton, Kitsap County and Greater Puget Sound at coffee shops, libraries, restaurants, bars, fashion stores, music shops, retailers, and ferry terminals.

STANDARD RATES & SIZES - Program: 5.5 x 8.5

- Double Page 11" x 10" \$495
- Full Page 5.5" x 10" \$249
- 1 /2 Page 5.5" x 5" \$149
- 1 /3 page Long 5.5" x 3.33" \$99
- Double Business Card 2.75" x 4" OR 5.5" x 2" \$49
- Business Card 2.75"x2" \$29

AUDIENCE Our audience (based on similar events) is divided into 3 groups: *Musicians* - looking for social events with friends, *Learners* - passionate about their ukulele but still learning, and *General Audience* - those having little interest in playing, but love the sound of the music and the positive energy of those who perform. Demographic: 35-65 (primary) 18-34 (secondary) 54/46 female/male

CONTENT REQUIREMENTS West Sound Art and Music Association (WSAMA) the Festival producers may reject or request changes in any advertisement. Advertising appearing to be editorial material must have advertisement printed above and below the copy. Political advertising must conform to state laws and our non-profit status.

DEADLINES Copy and camera-ready artwork must be submitted no later than Friday, August 18th, 2017 at 5pm.

Early space reservations are appreciated.

Please note that we accept .pdf, tif, .png, and .jpg electronic file formats (pdf files should be Adobe Distiller "X-1 a" compliant). If your artwork is in another format, please call to verify it can be utilized without conversion errors.

ARTWORK, PROOF & QUALITY To insure a quality duplication of your ad, please submit in high resolution original proofed. Please create outlines for all fonts. Every effort will be made to produce error free ads and publication in general.



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