

# ADVERTISING PRICES (Revised: March 26/2011)

## for "2011 Souvenir & Program Book: Window to Switzerland"



2011 Swiss Sangerfest Souvenir Book: We are excited to offer the following advertising possibilities in the 100 page "2011 Souvenir Book: Windows to Switzerland" of the largest Swiss Singing & Yodeling and Music Festival in 2011 on the West Coast of North America. It will be the culmination of three years of hard work by the Vancouver Swiss Choir and the Swiss Society of Vancouver. The four day event will be held June 23<sup>rd</sup>-26<sup>th</sup>, 2011 at UBC, Vancouver.

Scope and Benefit of your Ad: The 13 participating Choirs come from as far as Los Angeles, SF, Portland, Salt Lake City, Edmonton, Ottawa and Niederurnen, Kt. Glarus, Switzerland, as well as Kim's Modi Schwyzerorgeli Kapelle from Korea. Over 300 participants from four countries and three continents will perform in a Mass Chorus at the world renowned Chan Centre of the Performing Arts. The target audience includes over 8,300 Swiss-Canadians in BC as well as over 55,000 German-, French- and Italian-Canadians in the Lower Mainland. The 27<sup>th</sup> Saengerfest will also be featured on electronic networks such as the official website of the 27<sup>th</sup> Saengerfest [www.saengerfest2011.info](http://www.saengerfest2011.info), the Swiss Society of Vancouver [www.swiss-society.ca](http://www.swiss-society.ca), the electronic Newsletter of the Consulate General of Switzerland in Vancouver, the website [www.swisscanadianchamber.com](http://www.swisscanadianchamber.com) and ePublication of the Swiss Canadian Chamber of Commerce (BC) Inc. as well the Regional pages of "Swiss Review" [www.revue.ch](http://www.revue.ch) arriving in the USA and Canada by end of April 2011 reaching tenth of thousands of households. About 1,000 Books will be printed; each has 100 pages.

Ad format:	Size:	Prices: black/white	Prices: in colour
<input type="checkbox"/> 1/1 page	7.5 inch x 10 inch	CAD\$ 350.00 plus 12%HST*	CAD\$ 525.00 plus 12%HST*
<input type="checkbox"/> 1/2 page wide	7.5 inch x 4.75 inch	CAD\$ 250.00 plus 12%HST*	CAD\$ 375.00 plus 12%HST*
<input type="checkbox"/> 1/4 page wide	7.5 inch x 2.25 inch	CAD\$ 150.00 plus 12%HST*	CAD\$ 225.00 plus 12%HST*
<input type="checkbox"/> 1/4 page high	3.625 x 4.75 inch	CAD\$ 150.00 plus 12%HST*	CAD\$ 225.00 plus 12%HST*
<input type="checkbox"/> 1/8 page	3.625 x 2.25 inch	CAD\$ 100.00 plus 12%HST*	CAD\$ 150.00 plus 12%HST*
<input type="checkbox"/> 1/16 page	1.75 x 2.25 inch	CAD\$ 50.00 plus 12%HST*	CAD\$ 75.00 plus 12%HST*
<input type="checkbox"/> Back cover page black/white		CAD\$ 800.00 plus 12%HST*	
<input type="checkbox"/> Back cover page (only full page!)			<b>in colour</b> CAD\$1,200.00 plus 12%HST*
<input type="checkbox"/> Inside front cover or inside back cover**b/w (only full page!)		CAD\$ 700.00 plus 12%HST*	
<input type="checkbox"/> Inside front cover or inside back cover** (only full page!)			<b>in colour</b> CAD\$ 1,050.00 plus 12%HST*
<input type="checkbox"/> Inside pg.2,3,4 and inside last three pages after **inside back cover: b/w \$700 plus 12%;		CAD\$ 1,050.00 plus 12%;	<b>in colour</b> CAD\$ 1,050.00 plus 12%;
<input type="checkbox"/> Inside large centre piece "Program-Section (only full pages!) both:			<b>in colour</b> CAD\$ 2,000.00 plus 12%HST*

↪ Mark one of the  boxes above, indicating the size of your Ad requested!

→ Payable to: "27<sup>th</sup> Saengerfest" by Bank draft or cheques in CND\$ !

↪ \*\*HST has not to be paid for Advertisers from the USA, Switzerland or Korea.

↪ Mail all Bank drafts or cheques in CND\$ to Beat Joehl, Treasurer, 14034 58 A Ave, Surrey, BC, V3 2S1

Please write "Ad" on the memo line of your cheque and cc e-mail to Mirjam Mai [mirjam\\_mai@gmx.de](mailto:mirjam_mai@gmx.de)

→ e-mail your print ready ad to OSCAR at [inprintgraphic@yahoo.ca](mailto:inprintgraphic@yahoo.ca) ; or mail it by normal mail to Dave c/o In Print Graphics Ltd., 1935 W. Broadway, Vancouver, V6J 1Z3. Mark on "Subject" of your e-mail "Saengerfest". Cc this e-mail to Mirjam Mai at [mirjam\\_mai@gmx.de](mailto:mirjam_mai@gmx.de)

→ Make your Ad print ready: ⇨⇨ **IMPORTANT: the resolution of pictures must be at least 300 pixels(DPI)**

⇨ Acceptable materials are: Photo: black & white or colour, art work, veloxes, or PMTs (there is always some degradation in quality when sending art that needs to be scanned.)

⇨ Software programs supported are: Photoshop & MS Word. All linked files and fonts must be included.

⇨ For electronically submitted ads, the preferred format is JPG, but TIFF, EPS, BMP, and PDF are also acceptable.

→ Deadline for ads and cheques is May 10, 2011!

⇨⇨⇨⇨⇨ For any question: please e-mail MIRJAM MAI at

[mirjam\\_mai@gmx.de](mailto:mirjam_mai@gmx.de)

↪ Are you interested in a website-Ad? Please ask

Mirjam Mai at [mirjam\\_mai@gmx.de](mailto:mirjam_mai@gmx.de)