

EUROPE'S LEADING FESTIVAL FOR NEW MUSIC

THE GREAT ESCAPE

10th – 12th MAY 2012

PROGRAMME RATE CARD

FESTIVAL & CONVENTION PROGRAMME ADVERTISING

Our festival and convention programmes feature highlights pages, tips from the experts, band & speaker directories, a focus on our international line up, the Alternative Escape listings, party listings and the all important gig & panel planners.

We produce 15,000 festival programmes and 5,000 convention programmes. Each delegate receives copies of both programmes and the festival programmes are distributed to all the consumers at TGE. The programmes act as every persons bible during TGE and are often kept for reference for weeks after.

Full, half and quarter page advertising spaces are available to be booked in the festival and convention programmes. (Festival programme covers right to left: 2006, 2007, 2008, 2009, 2010, 2011)



ADVERTISING RATECARD FOR THE GREAT ESCAPE FESTIVAL PROGRAMME

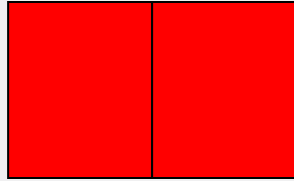
Full Page

ROP	£ 950
1st ERH	£ 1350
2nd ERH	£ 1200
ERH	£ 1095
INSIDE FRONT COVER	£ 1500
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Double Page Spread

FRONT HALF	£ 2190
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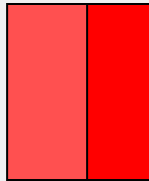
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Half Page Vertical

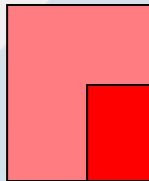
FRONT HALF	£ 595
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Quarter Page

FRONT HALF	£ 395
ROP	£ 350

£ 300



The official programme for the Great Escape 2012 will be given out free to all 15,000 people attending this years event.

The programme will also be covered by over 3000 industry professionals attending the shows, conferences and seminars.

Full previews of all the breaking artists, outdoor gigs, afternoon shows and club nights it's the key to all that makes the Great Escape, great.


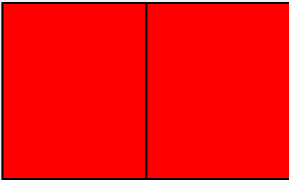


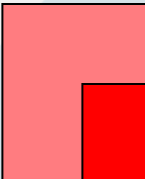

Thumbed eagerly in anticipation, kept in back pockets for the duration and treasured as a memento long after the last chords have been played. The Great Escape festival programme is the perfect showcase for the brands, bands and fans of this unique event.

We have so much information to cram in we have limited advertising space available. Contact us now to reserve your position.

Contacts: nick@alive-advertising.com 07941 715815
and zoey@alive-advertising.com 07713 634929

Artwork deadline March 23rd

ADVERTISING RATECARD FOR THE GREAT ESCAPE CONVENTION PROGRAMME

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FRONT HALF	£ 875	
ROP	£ 795	
Quarter Page		
FRONT HALF	£ 545	
ROP	£ 495	
	£ 300	

The official programme for the Great Escape Convention 2012 will be given out free to all 3,000 industry professionals attending this years.

The convention is highly respected and attended by music industry professionals from all over the world. The hot topics of the moment are analysed and discussed by panels of key industry movers and shakers.

The Great Escape is delighted to announce the Insitut Ramon Llull as its lead international partner for the 2012 festival, presenting Catalan Sounds – music from Catalonia and the Balearic Islands..

Contact us now to reserve your position.

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Artwork deadline March 30th

ADVERTISING SPECIFICATIONS FOR THE GREAT ESCAPE PROGRAMMES

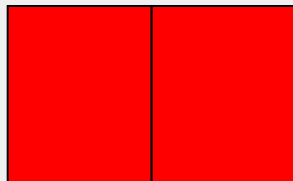
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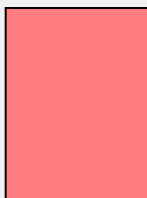
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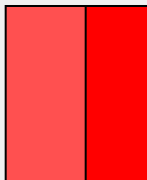
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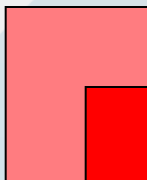
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Quarter Page

68mm wide x 93mm high (no bleed)



£ 300

Document Format

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Also please ensure bleed and crop marks appear on page adverts if relevant.

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