



2016

Advertising & Marketing Opportunities

Advertise with IFEA and we guarantee that your product or service will be in front of the industry's leading decision makers and the most successful festival and event producers in our global community.



ie: the business of international events (4 E-publications a year)

IFEA's premiere and most popular and widespread publication. Featuring the latest issues and trends, event and professional profiles, regional and international perspectives, resource reviews, and much more, *ie* magazine has become the professional source for the international

festivals and events business.

Distribution:

The magazine is published quarterly and distributed as an enhanced pdf to our global industry. All advertising has click-through links. Average downloads per month: 3,000.



"Who's Who in Festivals & Events" **Membership Directory** (distributed electronically)

The IFEA Membership Directory is a valuable, year-round reference source that allows easy access to events, suppliers, consultants and more, cross-referenced by organization, individual contacts, and geographic location, including a

cache of useful information on each. The Directory enables members to stay connected and find the resources to help take their events to the next level.

Distribution:

The IFEA membership Directory is published monthly and available as an enhanced pdf to our global members.



IFEA Annual Convention & Expo Program (published for all Convention attendees)

Provided to each attendee at the IFEA World Annual Convention, the IFEA's Convention Program is the complete reference guide to the IFEA's Annual Convention & Expo, containing detailed daily session schedules and descriptions, hotel and city maps/layouts, CFEE

program information, Expo floor maps and vendor listings. Attendees read it cover to cover and have it on-hand with them throughout the entire convention.

Distribution:

The IFEA Convention Program is provided to each attendee in their convention registration packet, instantly making it their go-to resource for what's going on at the convention.



IFEA Sponsorships

Being an active part of the IFEA as a sponsor partner not only increases the recognition your company receives from the IFEA audience in comparison to other forms of advertising, but also sets you apart by showing you as a year-round partner and supporter of the IFEA and the entire

festivals and events industry.

Opportunities Available:

IFEA Association Partner; IFEA Produced Programs and Events; Sponsor Category Exclusivity; Online Publications and Newsletters; Printed Publications: Award Programs and Presentations; Social and Networking Functions and Receptions; IFEA Expo; Educational Sessions; Educational Webinar Series; Professional Certification Program; Event Management School and much more. Each sponsorship opportunity is developed from the ground up to fulfill your unique marketing needs. We are happy to discuss the creation of custom sponsorship opportunities



IFEA Expo

The IFEA's Annual Expo is a leading feature of the IFEA's Annual Convention and one of the top trade shows in our industry for bringing together the creative products, services and solutions of our suppliers/exhibitors with the leadership and decision makers from festivals and events around the world.

For more information click [here](#)

To make a reservation or for more information contact:

Kaye Campbell, CFEE, Director of Partnerships & Programs • kaye@ifea.com • +1-208-433-0950 ext 815 • www.ifea.com

ADVERTISING RATES 2016

Advertise with IFEA and we guarantee that your product or service will be in front of the industry's leading decision makers and the most successful festival and event producers in our global community.



i.e.: the business of international events

Up to 3 changes / updates per issue, provided by Client per IFEA specifications

DEADLINES	ISSUE 1	ISSUE 2	ISSUE 3	ISSUE 4
Reserve Space by	Mon. Nov. 30, 2015	Mon. Mar. 28, 2016	Mon. Jun. 27, 2016	Mon. Sept. 26, 2016
Art to IFEA by	Mon. Dec. 7, 2015	Mon. Apr. 4, 2016	Tue. Jul. 5, 2016	Tue. Oct. 11, 2016

	1 ISSUE		2 ISSUES		4 ISSUES	
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER
Magazine Sponsor (incl. Logo Recognition on Front Cover, plus One Full Page)	\$1,785	\$2,145	\$1,625	\$1,945	\$1,475	\$1,775
Inside Cover & First Page	\$1,710	\$2,060	\$1,555	\$1,870	\$1,410	\$1,700
First Views (first 7 pages)	\$1,570	\$1,890	\$1,425	\$1,710	\$1,295	\$1,560
Back Cover	\$1,425	\$1,715	\$1,295	\$1,555	\$1,175	\$1,415
Full Page	\$1,150	\$1,375	\$1,045	\$1,255	\$950	\$1,145
1/2 Page	\$785	\$945	\$715	\$855	\$650	\$785
1/4 Page	\$545	\$654	\$495	\$595	\$450	\$545

IN ADDITION TO YOUR DISPLAY AD EACH ADVERTISER ALSO RECEIVES THE FOLLOWING:

1. Hotlinks to advertiser's web page directly from your ad, as well as a listing in the 'IFEA Marketplace' recognizing all advertisers in each issue of the magazine.
2. Priority referral on inquiries received by IFEA for goods and services.



MEMBERSHIP DIRECTORY

Up to 12 changes / updates per year, provided by Client per IFEA specifications

Art to IFEA by: New/Updated ads are due on the 30th of each month.

- Full page
- 1/2 Page
- 1/4 Page
- 1/8 Page
- 1/16 Page

To advertise in the IFEA Membership Directory, please contact Dan Sylvester at +1-212-920-3918 or dsylvester@svmmedia.com



CONVENTION PROGRAM

Reserve Space by: Monday, August 1, 2016

Art to IFEA by: Friday, August 5, 2016

	MEMBER	NON-MEMBER
Covers, Full Page-Color	\$1,600	\$1,925
Prime Tab, Full Page	\$1,400	\$1,685
Full Page -B&W	\$645	\$775
1/2 Page-Color (Tab only)	\$575	\$695
1/2 Page -B&W	\$425	\$515
1/4 Page -B&W	\$275	\$335

To make a reservation or for more information contact:

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IFEA AD SPECIFICATIONS

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PUBLICATIONS AD FILE PREPARATION

Digital File Formats:

To ensure high-quality reproduction, please provide digital files in one of the following formats:

- **Adobe Acrobat PDF (PDF/X-1A).**
- **Adobe Illustrator (CS6)** .AI, .PDF or .EPS with fonts converted to paths and all attached support files.
- **Adobe Photoshop** in either JPG, TIFF or EPS. All black & white or color photos or artwork must be scanned at 300 ppi* (118 ppc**). Color images should be saved as a TIFF or EPS in the CMYK mode. All line art (high contrast black & white art with no grey tones) must be scanned at 1200 ppi* (472 ppc**) and saved as a tiff or eps in the bitmap mode. Graphics and photos used for web sites (normally scanned at 75 ppi*/30 ppc**) are not acceptable.
- **QuarkXpress** files must be exported as pdf files.
- **InDesign (CS6)** with fonts converted to paths and all attached support files.

If you are using programs or file formats other than those listed above please call to make special arrangements. We can not guarantee the quality of reproduction for any format not listed. Failure to include fonts or attached support files can hold up production and require new files to be sent. Failure to follow the directions listed above can result in additional fees (\$85.00 per hour minimum of 1 hour). If you have any production questions please contact Craig Sarton at craig@ifea.com.

Bleeds:

See specific publication specs for details.

Sending Files:

You may send digital files (up to 10 megs) or access to your web-based file hosting service (such as Dropbox) by email to Craig Sarton at craig@ifea.com. You can also send them by mail, on a CD, DVD or Thumbdrive. Please mail or fax printed versions of the ad. If your ad is in color, include a color copy for color verification.

"i.e." Magazine and the IFEA Membership Directory

Deadlines for "ie" Art:

Issue 1 **Mon., Dec. 7, 2015** • Issue 2 **Mon., April 4, 2016**

Issue 3 **Tue., Jul. 5, 2016** • Issue 4 **Tue., Oct. 11, 2016**

Deadline for Membership Directory Art:

New/Updated ads are due at the end of each month.

***NOTE:** 1/8th and 1/16th ads are for the Membership Directory ONLY.

Ad Size	Width Inches	Depth Inches	Width Centimeters	Depth Centimeters
Full Page	8.375"	10.875"	21.27 cm	27.62 cm
1/2 Page Horizontal	7.125"	4.72"	18.10 cm	11.99 cm
1/2 Page Vertical	3.47"	9.625"	8.81 cm	24.45 cm
1/4 Page Vertical	3.47"	4.72"	8.81 cm	11.99 cm
1/8 Page Vertical*	3.47"	2.3"	8.81 cm	5.84 cm
1/16 Page Vertical*	1.65"	2.3"	4.19 cm	5.84 cm

Full Page ads require an 1/8" (0.3 cm) bleed.

IFEA Annual Convention & Expo Program

Deadline for Art:

Friday, August 5, 2016

Ad Size	Width Inches	Depth Inches	Width Centimeters	Depth Centimeters
Full Page Covers - Color	9"	11"	22.9 cm	27.9 cm
Full Tab Page - Color	8.5"	11"	21.6 cm	27.9 cm
Full Page - B&W	8.5"	11"	21.6 cm	27.9 cm
1/2 Page Horizontal - B&W	7.125"	4.72"	18.10 cm	11.99 cm
1/2 Page Vertical - B&W	3.47"	9.625"	8.81 cm	24.45 cm
1/4 Page Vertical - B&W	3.47"	4.72"	8.81 cm	11.99 cm

The following ads require an 1/8" (0.3 cm) bleed: Full Page Covers (Inside Front, Inside Back and Back Cover), Full Tab Page and Full Page B&W ads

For ad design and production questions please contact:

Craig Sarton, Creative Director - IFEA

+1-208-433-0950 ext 819 • craig@ifea.com

To make a reservation or for more information contact:

Kaye Campbell, CFEE, Director of Partnerships & Programs • kaye@ifea.com • +1-208-433-0950 ext 815 • www.ifea.com



2016 ADVERTISING CONTRACT

PLEASE SEND CONTRACT AND PAYMENT TO:

IFEA World Headquarters • 2603 W. Eastover Terrace, Boise ID 83706, USA

Phone: +1-208-433-0950 Fax: +1-208-433-9812

Company/Organization: _____

Contact: ☐ Mr. ☐ Ms. ☐ Mrs _____

Mailing Address: _____

City: _____

State/Province: _____

Zip Code: _____ Country: _____

Phone: _____ Fax*: _____

E-mail: _____

- IFEA agrees to provide to:

_____ the advertising as indicated on the order form which is part of this contract.

- Advertiser will supply IFEA with artwork according to the specifications described.
- All changes, additions or deletions will not be considered agreed to or binding to the other unless such modifications have been either initialed or approved in writing by both parties.
- IFEA shall have no liability for failure to execute this advertising contract because of governmental restrictions, acts of God, accidents, fires, internet outages or any other cause beyond IFEA's control that would affect production or distribution.
- IFEA does not warrant that the functions contained in the website or the operation of the web pages will be uninterrupted or error free.
- The signing of the contract indicates acceptance and shall not be modified or amended except in writing and signed by both parties.

Advertiser

Name: _____

Title: _____

Signature: _____

Date: _____

International Festivals & Events Association

Name: _____

Title: _____

Signature: _____

Date: _____

TOTAL Amount Enclosed: _____

Select method of payment: ☐ Check (make check payable to IFEA in U.S. funds) ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Print Cardholder Name: _____

Signature: _____

Credit Card Number: _____

Expiration Date: _____ CVN Code: _____ (MC/Visa-3 digit code back) (AMX-4 digit code front)

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International Festivals & Events Association

2016 ADVERTISING ORDER FORM

Details of Advertising Rates for: _____

i.e.: the business of international events

	1 ISSUE		2 ISSUES		4 ISSUES		
	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	MEMBER	NON-MEMBER	TOTAL
<input type="radio"/> Magazine Sponsor <small>(incl. Logo Recognition on Front Cover, plus One Full Page)</small>	<input type="checkbox"/> \$1,785	<input type="checkbox"/> \$2,145	<input type="checkbox"/> \$1,625	<input type="checkbox"/> \$1,945	<input type="checkbox"/> \$1,475	<input type="checkbox"/> \$1,775	\$ _____
<input type="radio"/> Inside Cover & First Page	<input type="checkbox"/> \$1,710	<input type="checkbox"/> \$2,060	<input type="checkbox"/> \$1,555	<input type="checkbox"/> \$1,870	<input type="checkbox"/> \$1,410	<input type="checkbox"/> \$1,700	\$ _____
<input type="radio"/> First Views (first 7 pages)	<input type="checkbox"/> \$1,570	<input type="checkbox"/> \$1,890	<input type="checkbox"/> \$1,425	<input type="checkbox"/> \$1,710	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,560	\$ _____
<input type="radio"/> Back Cover	<input type="checkbox"/> \$1,425	<input type="checkbox"/> \$1,715	<input type="checkbox"/> \$1,295	<input type="checkbox"/> \$1,555	<input type="checkbox"/> \$1,175	<input type="checkbox"/> \$1,415	\$ _____
<input type="radio"/> Full Page	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$1,375	<input type="checkbox"/> \$1,045	<input type="checkbox"/> \$1,255	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,145	\$ _____
<input type="radio"/> 1/2 Page	<input type="checkbox"/> \$785	<input type="checkbox"/> \$945	<input type="checkbox"/> \$715	<input type="checkbox"/> \$855	<input type="checkbox"/> \$650	<input type="checkbox"/> \$785	\$ _____
<input type="radio"/> 1/4 Page	<input type="checkbox"/> \$545	<input type="checkbox"/> \$654	<input type="checkbox"/> \$495	<input type="checkbox"/> \$595	<input type="checkbox"/> \$450	<input type="checkbox"/> \$545	\$ _____

CONVENTION PROGRAM

	MEMBER	NON-MEMBER	TOTAL
<input type="radio"/> Covers, Full Page-Color	\$1,600	\$1,925	\$ _____
<input type="radio"/> Prime Tab, Full Page	\$1,400	\$1,685	\$ _____
<input type="radio"/> Full Page -B&W	\$645	\$775	\$ _____
<input type="radio"/> 1/2 Page-Color (Tab only)	\$575	\$695	\$ _____
<input type="radio"/> 1/2 Page -B&W	\$425	\$515	\$ _____
<input type="radio"/> 1/4 Page -B&W	\$275	\$335	\$ _____

TOTAL \$ _____

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