

# ADVERTISING INCUBATE 2011

46 NEW JACKS 2.0

**TEUM JANSEN**

Uses his distinguished style of illustrations not just for display in gallery's, but he also likes to take his work to the streets in figures, stickers or posters. For New Jacks he has made collages based on song lyrics and the documentary "The Devil and Daniel Johnston". Come see his work at the "StreetArt" or look for it, hidden in the streets of Tilburg!

**ARITA HRNIC**

Arita Hrnac is interested in general entertainment, last and pop culture. She uses techniques like collage, video, photography to explore the social need for entertainment. In a home series, she recently started comparing historical photographs of Britney Spears to famous paintings through history. Searching for a parallel between trivial and mythical but also mostly sheer amusement.




ARITA HRNIC

20 19 SEP ISOBEL CAMPBELL & MARK LAMEGAN  
 00 23 SEP TIM KNOL  
 MA 27 SEP THE MORNING BENDERS  
 ZA 02 OKT COFFIN CARNIVAL III: MAD SIN  
 + DEMENTED ARE GO  
 00 14 OKT ANATHEMA  
 VR 15 OKT DEWOLFF  
 00 21 OKT CRIPPLED BLACK PHOENIX  
 ZA 30 OKT THE JIM JONES REVUE  
 ZO 07 NOV 6SDAYSOFSTATIC  
 ZA 13 NOV DANKO JONES  
 MA 15 NOV THERAPY?  
 WO 24 NOV JONSI  
 ZO 28 NOV ATARI TEENAGE RIOT  
 00 02 DEC THE EX  
 MA 06 DEC HELLOWEEN + STRATOVARIUS  
 VR 17 DEC EINDHOVEN METAL MEETING:  
 + 18 DEC O A MOONSPELL + MAYHEM + SAINT  
 VITUS + IMMORTAL + KREATOR  
 01 21 DEC ALL THAT REMAINS + SOILWORK  
 + CALIBAN

View the complete programme  
[www.effenaar.nl](http://www.effenaar.nl)

**EFFENAAR**

*incubate*

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**INCUBATE**

**[Incu Thursday] EMA, Man Man, Ganglans, No Turning Back and four more confirmed for Incubate**  
 June 16, 2011




Hi there! This is Incu Thursday. Every Thursday, 14:00h local time, we announce the musicians that were confirmed for the Incubate 2011 festival during the past week. Whether it's one or twenty names, as long as we have things to confirm... Ticket sales are up and running well now. So head over here for your [...]

[Keep reading >](#)

**CULTURE**


**Incubate Open Source Arts program roundup**  
 June 20, 2011



Today is the last day to send in your work for our Open Source program during Incubate 2011. During Open Source Arts visitors can show their own art, make their own radio program, show their own films and perform their own choreographies. SO HURRY UP AND SEND IN SOME WORK TODAY! The Incubate Open Source [...]

[Keep reading >](#)

**YOUR FILM AT INCUBATE?**



WE GIVE YOU THE OPPORTUNITY TO SCREEN YOUR FILM AT INCUBATE FESTIVAL 2011.

[CLICK FOR MORE INFO](#)

APPLICATION IS OPEN UNTIL JUNE 20TH 2011

**12 - 18 SEPT 2011**


*incubate*

INCUBATE IS A FESTIVAL IN TILBURG - THE NETHERLANDS

[inlog.org](http://inlog.org) Incubate Blog

806 [Like](#) You like this.


**[Incu Thursday] Trial, Charles Gayle, Rainbow Arabia, Tweak Bird and more added to Incubate 2011!**  
 June 9, 2011



**[Watch] DJ Shadow - I Gotta Rokk (Metal Madness)**  
 June 20, 2011

**OTHER**

**Have a nice weekend!**  
 June 17, 2011



## INCUBATE FESTIVAL GUIDE (DURING THE FESTIVAL AN EDITION OF 7,500 AND ONLINE)

English page 2  
 Nederlands pagina 4

## INCUBATE BLOG BANNERS (HTTP://INLOG.ORG, 24/7, 1,000 VISITORS A DAY)

English page 3  
 Nederlands pagina 5

## CONTACT

Jelle Agema  
[jelle@incubate.org](mailto:jelle@incubate.org)

Erik Luyten  
[erik@incubate.org](mailto:erik@incubate.org)

Telephone: +31 (0)13 - 590 48 39

# INCUBATE FESTIVAL GUIDE

The Incubate festival guide provides the audience of Incubate with all the information they need for the festival. The guide includes bios of artists, information about the different projects and relevant advertisements from partners of the festival.

During the festival, the guide will be handed out at the Incubate info centre to every visitor. The festival guide will also be put online, including the advertising, ensuring even more exposure than the 7,500 paper guides.

For a digital version of last year's guide, see: <http://issuu.com/incubate/docs/incubate-2010-festival-guide>



## PRICE PLAN

POSITION	PRICE (for full-colour or black-white, VAT/BTW excluded)	SIZE (A6)	REMARKS
Back cover	€ 1.000	105 x 148 mm, 4,1 x 5,8 inch, portrait	Quality glossy paper, very noticeable place
Page 2	€ 650	105 x 148 mm, 4,1 x 5,8 inch, portrait	Quality glossy paper, prominent spot
Full page	€ 500	105 x 148 mm, 4,1 x 5,8 inch, portrait	

## CONTACT

If you are interested in advertising in the Incubate 2011 festival guide or need more info, don't hesitate and contact us via:  
 Jelle Agema  
[jelle@incubate.org](mailto:jelle@incubate.org)  
 +31 13 590 48 39

## PROFILE OF THE INCUBATE VISITOR

Incubate draws visitors from all over the world with an healthy dose of interest in contemporary and independent arts. The festival caters the early adopters but also the random passer-by.

We spend a lot of time and attention on the Incubate Festival Guide to make sure our visitors are informed as optimal as possible about our festival and by offering relevant advertisements. Therefore the advertisements in our festival guide are targeted at a specific profile. This increases the value for the visitors, and by that for Incubate and our advertising partners.

### Origin of visitors (based on internet sales in 2010)

NL: 86,8%  
 Belgium: 4,5%  
 United Kingdom: 2,8%  
 Germany: 2,3%  
 Other: 3,6%

### Age

83% of our visitors is between 20 and 39 years.

### Educational level

80% of our visitors went to University or attended Higher Education.

## NUMBERS INCUBATE PROGRAM GUIDE

Edition: 7,500 pressed, also available online  
 Street date: Pressed version: September 9, 2011, Online version: September 1, 2011  
 Size full page: A6 (105 x 148 mm, 4,1 x 5,8 inch, portrait, full-colour)  
 Deadline material: August 1, 2011

# INCUBATE BLOG BANNERS

Incubate Blog (<http://inlog.org>) offers advertising possibilities for selected organizations in the cultural scene. You'll never see a banner of corporate businesses on [inlog.org](http://inlog.org), but only stuff from cool music/art websites, venues, magazines, etc.

## INCUBATE BLOG VISITORS PROFILE

Inlog.org welcomes over 1,000 unique visitors every day. Worldwide, but most of them are from Europe (65%), and especially The Netherlands (40%). Visitors browse on Mozilla Firefox (44%) and use Windows (66%) and Mac (24%) machines. The [inlog.org](http://inlog.org) visitor is interested in music and art, mostly from underground scenes.

## BANNER SPECIFICATIONS

We offer one banner position in the right menu bar that will rotate with a max of 3 banners at a time. The banner is visible on all blog pages.

Width: 275px  
Height: Min 40px, max 600px  
Format: gif, png, jpg or flash  
File size: Max 150kb

Tips for flash: Flash banners must not have a transparent background. Also, add the URL you want to link to, into the flash file and let it open in a new (blank) window.

## PRICE PLAN

Banner positions are available for a very low price, we think.

Per week: € 40,00  
Per month: € 130,00  
Per year: € 1.300,00  
(does not include BTW / VAT)

*Please make your reservation in time, as we don't show more than three banners at a time.*

## CONTACT

If you are interested in promoting your cool business on <http://inlog.org> or need more info, don't hesitate and contact us via:

Erik Luyten  
[erik@incubate.org](mailto:erik@incubate.org)  
+31 13 590 48 39

**MINIMAL SIZE**  
**275px \* 40px**

**MAXIMAL SIZE**  
**275px \* 600px**

# INCUBATE FESTIVAL GUIDE

In de programmagids van Incubate kan de bezoeker alle informatie vinden die nodig is voor het festival. De gids geeft biografieën van optredende artiesten, achtergrondinformatie over de diverse programma's en relevante advertenties van partners van Incubate.

Tijdens het festival wordt de gids uitgedeeld aan elke bezoeker bij het Incubate Ticket & Info Center. Ook is de gids online te bekijken inclusief advertenties, waardoor het effectieve bereik nog hoger ligt dan de oplage van 7.500.

Voor de digitale versie van de gids van afgelopen festival-editie, zie:

<http://issuu.com/incubate/docs/incubate-2010-festival-guide>



## OPTIES EN PRIJZEN

POSITIE	PRIJS (voor full-colour en zwart-wit. exclusief BTW)	AFMETINGEN (A6)	OPMERKINGEN
Achterpagina	€ 1.000	105 × 148 mm, 4,1 × 5,8 inch, staand	Stevig glanzend papier, zeer zichtbare plaats
Pagina 2	€ 650	105 × 148 mm, 4,1 × 5,8 inch, staand	Stevig glanzend papier, zeer prominente plaats
Hele pagina	€ 500	105 × 148 mm, 4,1 × 5,8 inch, staand	

## CONTACT

Interesse in adverteren in de Incubate 2011 festival guide of meer informatie nodig? Neem contact op met:

Jelle Agema  
[jelle@incubate.org](mailto:jelle@incubate.org)  
 +31 13 590 48 39

## PROFIEL INCUBATE BEZOEKER

Incubate trekt bezoekers uit alle delen van de wereld met een gezonde interesse in hedendaagse en independent cultuur. Het festival spreekt zowel de early adopters als de toevallige passant aan.

Aan de Incubate Festival Guide wordt veel tijd en aandacht besteed om de bezoekers zo optimaal mogelijk te informeren over het festival en om relevante advertenties aan te bieden. Hierdoor zijn de advertenties op een specifiek profiel gericht. Dit verhoogt de waarde voor de bezoekers, en daardoor voor Incubate en natuurlijk de adverterende partners.

**Nationaliteit bezoeker (gebaseerd op internetverkoop 2010)**

- NL: 86,8%
- Belgie: 4,5%
- Verenigd Koninkrijk: 2,8%
- Duitsland: 2,3%
- Anders: 3,6%

### Leeftijd

83% van de Incubate bezoekers is tussen de 20 en 39 jaar.

### Educatie en werk

80% van onze bezoekers is hoger opgeleid (HBO/WO).

## GEGEVENS

- Oplage: 7.500, en online
- Verschijnsdatum: Gedrukte versie: 9 september 2011, Online versie: 1 september 2011
- Formaat hele advertentie: A6 (105 × 148 mm, staand, full-colour)
- Deadline aanleveren: 1 augustus 2011

# INCUBATE BLOG BANNERS

Het Incubate Blog (<http://inlog.org>) biedt ook advertentiemogelijkheden voor organisaties uit de culturele sector.

## INCUBATE BLOG BEZOEKERSPROFIEL

Inlog.org verwelkomt meer dan 1.000 unieke bezoekers per dag. Wereldwijd, maar het grootste deel afkomstig vanuit Europa (65%) en meer specifiek uit Nederland (40%). Bezoekers gebruiken hiervoor Mozilla Firefox (44%) en doen dat op Windows (66%) en Mac (24%) machines. De inlog.org bezoeker is geïnteresseerd in muziek en kunst, voornamelijk uit underground scenes.

## BANNER SPECIFICATIES

We bieden een banner rechtsboven in het scherm die roterend nooit meer dan drie banners tegelijkertijd laat zien. De banner is te zien op alle blogpagina's.

Breedte: 275px  
Hoogte: Min 40px, max 600px  
Formaat: gif, png, jpg of flash  
Bestands grootte: Max 150kb

Tips voor flash: Flash banners mogen geen transparante achtergrond hebben. Voeg de URL waar naar gelinkt moet worden zo in het flashbestand toe, dat de link in een nieuwe pagina geopend wordt.

## PRIJZEN

De prijzen voor de banners worden tegen een laag tarief aangeboden:

Per week: € 40,00  
Per maand: € 130,00  
Per jaar: € 1.300,00  
(exclusief BTW)

*Reserveer op tijd aangezien we nooit meer dan drie banners tegelijkertijd vertonen.*

## CONTACT

Interesse in adverteren op <http://inlog.org> of meer informatie nodig? Neem contact op met:

Erik Luyten  
[erik@incubate.org](mailto:erik@incubate.org)  
+31 13 590 48 39

### MINIMALE GROOTTE

275px \* 40px

### MAXIMALE GROOTTE

275px \* 600px