

STRINGS MUSIC FESTIVAL



2019 program book



2020 Program Book *Our 33rd Season!*

Rate Card

Advertise here to reach people in their happy place.

Since 1988 Strings Music Festival has brought exceptional musical experiences to the community of Steamboat and our visitors. Our summer events have featured musicians from all 25 of the nation's top orchestras and more than 70 Grammy winning artists. **Strings Pavilion** is the preeminent indoor concert hall in the Yampa Valley and serves as the home of our summer festival.

Year-round our organization connects people of all ages with enriching educational and entertainment content through performances at the Pavilion as well as free concerts at Yampa Valley Botanic Park, in area schools, at Steamboat Art Museum, and at multiple additional venues throughout the community. Our connection to our patrons makes us a trusted source of great art and transformative experiences.

3,500 copies with extensive shelf life and
pass-along readership: **total estimated reach of 20,000**

Our Audience *Generous, Active, Engaged with our Community*

People visit Steamboat for our abundant natural beauty and outdoor activities. They stay for our true community spirit. It means our locals are remarkably passionate and engaged individuals. Strings audiences are a dynamic mix of locals plus visitors—brought together by our world-class performances. Reach our patrons here—in their happy place—and you find them at their most receptive.

**Steamboat:
Most Generous
Town in the U.S.**
- 2018 GoFundMe survey

Our program book is the definitive guide to the festival, reaching captive readers as they await the start of each new show to grace our stage. Advertisers benefit from this exclusive access to an audience of more than 31,000 ticket holders each summer. We extend readership with bonus distribution targeting hotels and medical practices across the valley, plus efficient re-use of programs.

Questions?

Contact marketing director Greg Hamilton 970.439.0826 greg@stringsmusicfestival.com



SPREAD

\$4,400

trim: 16.75"w x 10.875"h
bleed: 17.25"w x 11.375"h
live area: 15.625"w x 9.75"h



FULL
PAGE

\$2,300

trim: 8.375"w x 10.875"h
bleed: 8.875"w x 11.375"h
live area: 7.25"w x 9.75"h



HALF
PAGE

\$1,200

VERTICAL
trim: 3.5"w x 10"h

HORIZONTAL
trim: 7.25"w x 4.875"h



QUARTER
PAGE

\$650

trim: 3.5"w x 4.875"h



Captive Audience:
access 31,000 event patrons



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2020 Program Book

Advertising Contract

15% earlybird discount: reserve space by February 15, 2020; payment received by February 28

10% discount: reserve space by March 15, 2020; payment received by March 27

Regular deadline: reserve space by May 15, 2020; payment received by June 1

All artwork must be submitted by June 1, 2020 Email ad or Dropbox link to lisa@sdasteamboat.com

Sign me up!

Company/Organization _____

Contact Name _____

Ad size _____ Phone _____

Number of Ads _____ Email _____

Mailing Address _____

City/State/Zip _____

☐ We're a current Strings donor-- please include a "Strings Donor" designation on our ad

Ad submission -- Please check one:

My design firm will forward my ad to Strategic Design & Advertising (SDA)

Ask SDA to call me to discuss ad design options and rates

Pick-up (re-run) my ad from _____ (year) - no changes

Pick-up (re-run) my ad from _____ (year) - with changes (have SDA contact me regarding changes)

Submission Guidelines: All ad submissions will be sent to SDA. To guarantee correct color, all digital ad files must be accompanied by a color-correct proof. If a color correct proof is not accompanied with the ad, SDA will not be held responsible for accurate color reproduction in the final printed program. All colors must be in CMYK, with solid black areas not to exceed 50c 40m 0y 100k. Text smaller than 8 point should not be reversed, and text smaller than 8 point should not be 4-color. Charges may apply for opening, manipulating, and outputting the files if they are not sent properly.

Accepted formats: PDF files are accepted and preferred in high-resolution format. Also accepted: high-resolution jpeg and tiff. Digital submissions are accepted by email or Dropbox upload. If you are planning to e-mail an ad or upload a file, please contact SDA with any questions. 970.879.3636 or email lisa@sdasteamboat.com

Advertising Contract

All rates are net to Publisher. Timely payment secures your space in the publication. Discounts require payment before specified date. Rates reflect discount for payment by check; credit cards will incur a 3% fee for processing charges.

Advertising shall be free of statements, illustrations, or implications that are offensive to good taste or public decency, based solely upon the opinion of the Publisher.

Advertising shall offer merchandise or service on its merits, and refrain from attacking competitors unfairly or disparaging their products, services, or methods of doing business.

Advertising must conform to current technical specifications (attached; subject to change).

Publisher reserves the right to reject-- or require edits to-- any advertising deemed unsuitable, regardless of whether similar advertisements may have been accepted by Publisher in previous years.

Publisher recognizes advertisers who are also current donors by providing a "Strings Donor" official designation within their ad. Any other reference to Strings Music Festival in the content of an ad must be pre-approved in writing by Strings Music Festival staff.

Payment is due upon receipt of invoice. Advertiser must provide written notice to Publisher to cancel any contract. Cancellations and changes cannot be accepted after closing date.

Signed _____

Date _____