



# STRINGS MUSIC FESTIVAL

2022 PROGRAM BOOK *Our 35th Anniversary!*

Advertise here to **reach people in their happy place.**

Since 1988 Strings has brought exceptional music experiences to the Yampa Valley. We have featured **99 Grammy winning artists and musicians from all 25 top U.S. orchestras.** The Strings Pavilion is the preeminent concert hall in the region, voted best indoor music venue. Year-round our organization connects people of all ages with enriching education and entertainment through performances at the Pavilion as well as special programs and free concerts at multiple additional venues throughout the community. Our connection to our patrons makes us a trusted source of great art and transformative experiences.

SPREAD

\$4,700

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

\$2,500

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

\$1,400

VERTICAL  
trim: 3.5" w x 10" h  
HORIZONTAL  
trim: 7.25" w x 4.875" h

QUARTER PAGE

\$800

trim: 3.5" w x 4.875" h



**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.

Our program book is the definitive guide to the summer festival, reaching captive readers as they await the start of each new show to grace our stage. Advertisers benefit from this exclusive access to ticket holders.

*Questions? Contact marketing director Greg Hamilton  
970.439.0826 [greg@stringsmusicfestival.com](mailto:greg@stringsmusicfestival.com)*

**Captive audience:** connect with our loyal core of event patrons



## 2022 ADVERTISING CONTRACT

15% earlybird discount: paid in full by March 7, 2022  
10% discount: paid in full by March 31, 2022  
Closing date: all artwork and payments must be received by April 29, 2022

Email ad or Dropbox link to [lisa@sdasteamboat.com](mailto:lisa@sdasteamboat.com)

### Sign me up!

Ad size: \_\_\_\_\_ Company/Organization \_\_\_\_\_  
 Spread \_\_\_\_\_ Phone \_\_\_\_\_  
 Full page \_\_\_\_\_ Email \_\_\_\_\_  
 Half page VERTICAL \_\_\_\_\_ Mailing Address \_\_\_\_\_  
 Half page HORIZONTAL \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Quarter page \_\_\_\_\_

More than one page: \_\_\_\_\_

- I'm interested in **preferred placement**: contact me to discuss (additional charges apply)  
 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 previous ad - no changes  
 Pick-up (re-run) my previous ad - 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 and Strings 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 or 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; contact SDA with questions: 970.879.3636 or [lisa@sdasteamboat.com](mailto:lisa@sdasteamboat.com)

### Advertising Contract

All rates are net to Publisher. Timely payment secures your space in the publication. Discounts require timely payment before specified discount date.

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 submission guidelines (above; 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 or, if no invoice is received, before applicable discount date. All artwork and payments must be submitted no later than the closing date of April 29, 2022. Advertiser must provide written notice to Publisher to cancel any contract. Cancellations and changes cannot be accepted after closing date.

Signed \_\_\_\_\_ Date \_\_\_\_\_