



# 2019 SEASON

MEDIA GUIDE



## advertising that makes a difference

By advertising in the Sun Valley Music Festival program book, not only are you investing in paramount brand exposure for the peak months of the summer, you're investing in your community by helping fund free classical music concerts and education programs in the Wood River Valley!

**LEARN MORE ABOUT FESTIVAL ADVERTISING**





# why festival advertising works

## ACTIVE READERSHIP

Festival readers are an astute, captivated audience passionate about in-depth articles throughout the publication; often returning to study the text again and again.

## DISTRIBUTION BENEFITS

In July and August, your brand is introduced to over 50,000 attendees; at a cost comparable to what you'd pay for a single-day of advertising in other traditional medias.

## READER DIVERSITY

With diverse ways to enjoy the Festival (picnicking on the lawn, serious listening in the Pavilion, or as a music student in education programming), your ad reaches demographics spanning from youth to mature, local to tourist.

## PHILANTHROPY

By advertising in the Festival Program Book you inspire your clientele by investing your marketing dollars in a beloved local organization. Your support brings admission-free world class classical music and education programs to your community.

# advertising details

## BACK COVER

\$2,800

## INSIDE BACK COVER

\$1,900

## INSIDE FRONT COVER

\$1,900

## INSIDE FULL PAGE

\$1,500

All ads are full color

costs

## AD RESERVATION DEADLINE

Thursday, March 28, 2019

## ARTWORK DEADLINE

Friday, April 26, 2019

Payment is due in full upon reserving your ad, unless a prearranged payment plan is made.

## DISTRIBUTION DATES

July 28-August 22, 2019

timeline

## FULL PAGE TRIM

5.75" x 8.63"

## CROP MARKS AND BLEED MARKS

Do not include in file submission

## FULL PAGE BLEED

6" x 8.88" (125" all 4 sides)

## FILE COLOR SETTINGS

Please submit in CMYK, not RGB

specs

## FULL PAGE SAFE AREA

5" x 7.88" (.375" from trim, all 4 edges; keep important text and images inside safe area)

## TWO PAGE AD

**Bleed:** 11.75" x 8.88"

**Page trim:** 11.5" x 8.63"

**Safe area:** 10.75" x 7.88"

**Gutter** (center binding): .75"

## RICH BLACK

60-C | 40-M | 30-Y | 100-K

## IMAGE QUALITY (RESOLUTION)

300 dpi at 100% scale

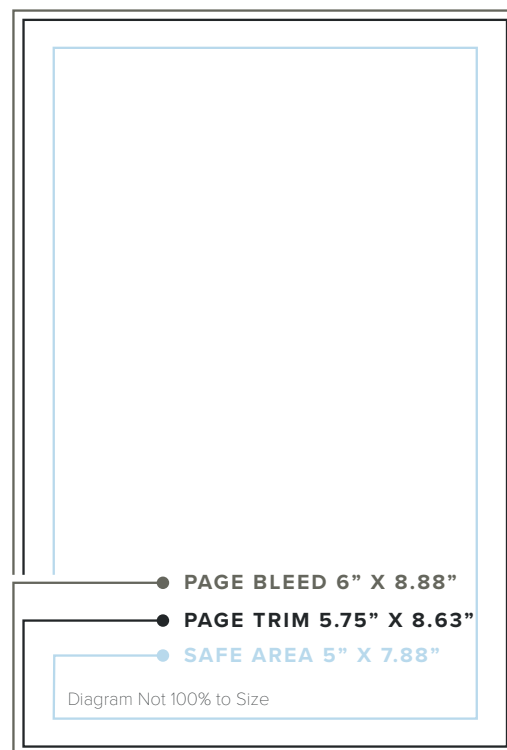
## FILE FORMAT FOR SUBMISSION

**Preferred:** .pdf preset to "High Quality Print"

**Accepted:** .tiff, .jpg, .eps, .ai (submitted at 300 dpi)

## FONTS

Must be embedded or outlined



## contact:

### ADVERTISING

Laura Jorgenson  
Development Associate  
(208) 622-5607  
laura@svmusicfestival.org

### DESIGN/PRODUCTION

Daniel Hansen  
Marketing Coordinator  
(208) 622-5607 x7  
daniel@svmusicfestival.org

# 2019 summer program advertising reservation form

## RESERVE YOUR AD SPOT AND SUBMIT PAYMENTS BY:

### Mail

Sun Valley Music Festival  
PO Box 1914  
Sun Valley, Idaho 83353

### Fax

(208) 622-9149

### or Email

[laura@svmusicfestival.org](mailto:laura@svmusicfestival.org)

## ADVERTISING QUESTIONS AND INFORMATION

### Contact

Laura Jorgenson  
Development Associate  
(208) 622-5607  
[laura@svmusicfestival.org](mailto:laura@svmusicfestival.org)

## RESERVE ADVERTISING SPACE IN THE 2019 SUMMER PROGRAM BOOK

- |   |         |
|---|---------|
| <input type="checkbox"/> Back Cover .....         | \$2,800 |
| <input type="checkbox"/> Inside Front Cover ..... | \$1,900 |
| <input type="checkbox"/> Inside Back Cover .....  | \$1,900 |
| <input type="checkbox"/> Inside Full Page .....   | \$1,500 |

Reservation Deadline: Thursday, March 28, 2019

## METHOD OF PAYMENT

Payment is due in full upon reserving your ad, unless a prearranged payment plan is made.

- ☐ Check ☐ Credit Card

## CREDIT CARD INFORMATION

- ☐ Visa ☐ Master Card ☐ American Express

Cardholder Name \_\_\_\_\_

Card # \_\_\_\_\_

Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Security Code \_\_\_\_\_ Billing Zip \_\_\_\_\_

## CONTACT INFORMATION

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

## ARTWORK AND AD PLACEMENT

Artwork submission deadline is April 26, 2019. See separate enclosed media guide for advertising artwork mechanical requirements.

Notes and/or Special Requests

**Submit artwork to Laura Jorgenson,  
Development Associate, at  
[laura@svmusicfestival.org](mailto:laura@svmusicfestival.org)**

**thank you:**

The Sun Valley Music Festival is a 501(c)3 tax exempt organization.  
Tax ID # 82-0397940

reservation

payment

contact

artwork