

Sun Valley Music Festival

Summer Season

2021 Media guide

BEYOND MUSIC

In addition to offering performances, the Sun Valley Music Festival brings people together through the joy of classical music—attracting over 50,000 attendees annually to summer concerts and education programs, which generates more dollars spent in the valley than any other event or series. It's the heart of summer festivities in Sun Valley, and your organization can be a part of it!

1. Satz

Gustav Mahler

Symphonie Nr. 5

CIRCULATION

July-August: your ad is circulated in over 12,000

program books during the prime months for tourism and spending in the valley. Programs are made available online and in print at Festival events to participants who read, reuse, and often keep them as mementos.

COSTS *

Single page: \$1,500
Double page: \$3,000

**All ads are full color, inside pages; contact the Festival office for cover advertising information. Payment due upon reservation, unless arranged otherwise*

TIMELINE

Reservation deadline:
March 31, 2021

Artwork deadline:
May 31, 2021

SPECS

Color and quality

CMYK (no RGB)

Rich black:

60 C; 40 M; 30 Y; 100 K

Resolution:

300 dpi.; 100% scale

Format: .pdf, .tiff, .jpg, .eps, or .ai

Text: embed/outline fonts

Single page size

Trim: 5.75" x 8.63"

Bleed: 6" x 8.88" (1/8")

Safe area: 5" x 7.88"

Double page size

Trim: 11.5" x 8.63"

Bleed: 11.75" x 8.88" (1/8")

Safe area: 10.75" x 7.88"

Gutter (span across binding in center): .75"

BLEED

6" x 8.88"

TRIM

5.75" x 8.63"

SAFE

5" x 7.88"

Text and images outside safe area may not display properly

Why advertise?



IN THE PEAK MONTHS OF SUMMER...

Throughout Sun Valley's busiest months for tourism and sales, the Festival's summer program book is distributed at more than **25 CONCERTS AND EVENTS**, which attract over **50,000 CONCERTGOERS ANNUALLY**. Program books are made available

online, at the Sun Valley Pavilion, and at venues across the valley to keep viewers engaged all season long, with concert information, articles, and exclusive insight.

Each year, the festivities generate over **\$11 MILLION** in spending throughout the community. You can be a part of it, and introduce your organization to patrons familiar and new:

43% of concertgoers are residents;
28% own seasonal homes, and
30% are visitors.

And **75%** have annual household incomes over **\$75,000**.

Advertising also supports Festival programs, and helps ensure everyone in the community can experience the joy of classical music.

Space is limited, reserve your ad today!

CONTACT

Advertising
Kris Olenick,
Administrative
Coordinator
208.622.5607 (x10)
kris@svmusicfestival.org

Design/production
Daniel Hansen,
Marketing Manager
208.622.5607 (x7)
daniel@svmusicfestival.org



Sun Valley Music Festival

Summer Season

Program advertising

RESERVATIONS, PAYMENTS, INFO, AND ARTWORK SUBMISSION

Kris Olenick,
Administrative
Coordinator
208.622.5607 (x10)
kris@svmusicfestival.org

**Sun Valley
Music Festival**
PO Box 1914
Sun Valley, Idaho 83353
Fax: 208.622.9149

COUNT ME IN! Reserve your ad space by March 31 and submit artwork by May 31 to Kris Olenick, Administrative Coordinator, and reference the included media guide for design requirements.

Reserve ad space in the 2021 summer program book

- ☐ Inside single page \$1,500
☐ Inside double page \$3,000

Contact the Festival office for cover advertising information

Reservation deadline: March 31, 2021

Payment

Due in full upon reserving your ad, unless prearranged otherwise

- ☐ Check (enclose with this form) ☐ Credit card (complete form below)

Credit card

- ☐ Visa ☐ Master Card ☐ American Express

Cardholder name _____

Card # _____

Expiration ____/____/____ Security code ____ Billing zip code _____

Contact info

Business _____

Contact _____

Billing address _____

Phone _____ Email _____

Notes and/or special requests

Ad sales
help bring
admission-
free concerts
and music
education
programs
to your
community.
Thank you!

**Sun Valley
Music Festival**

Summer Season

svmusicfestival.org