

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"

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;

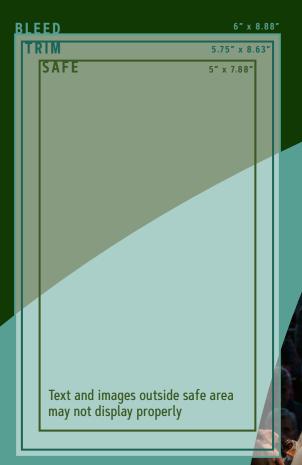
28% own seasonal homes, and

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

Program advertising

Summer Season

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

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

☐ Inside single page	\$1,50
☐ Inside double page	\$3,00
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 Ca	ard		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
admissionfree concerts
and music
education
programs
to your
community.
Thank you!



Summer Season

symusicfestival.org