

Summer advertising opportunities

2022 MEDIA
GUIDE



Sun Valley Music Festival

Summer Season

BEYOND MUSIC

Sun Valley Music Festival concerts and education programs bring people together through the joy of classical music—attracting nearly 50,000 attendees each year, generating more dollars spent in the community 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!

Why advertise?

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 **40,000 CONCERTGOERS EACH SUMMER**. Program books are 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 nearly **\$15 MILLION*** in spending throughout the community. You can be a part of it, and introduce your organization to patrons familiar and new:

41.9% of concertgoers are residents;
27.2% own seasonal homes; and
29.4% are visitors.

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

CIRCULATION

July-August: your organization's ad is circulated in over 7,500 printed program books during the prime months for tourism and spending in the Wood River Valley. Online, the digital program is available to over 55,000 Festival website users throughout the year.

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: April 1, 2022
Artwork deadline: May 20, 2022

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

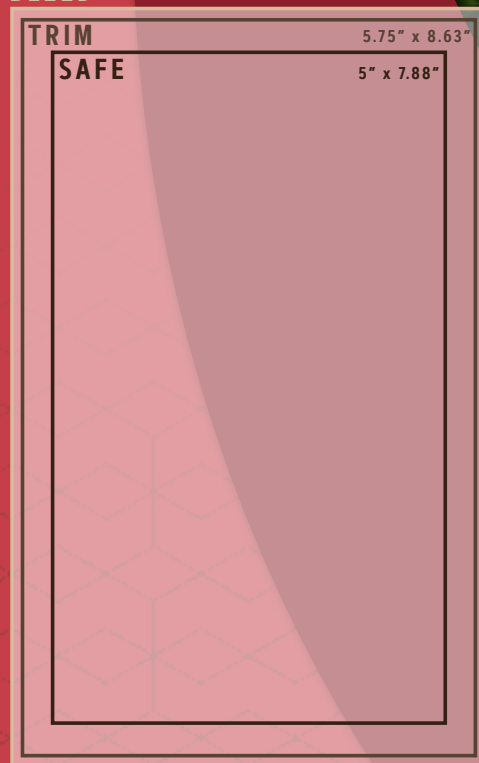
Trim: 11.5" x 8.63"

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

Safe area: 10.75" x 7.88"

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

BLEED



Advertising supports Festival programs and ensures everyone in the community can experience the joy of classical music.

Space is limited, reserve your ad today!

** Statistics courtesy of Sun Valley Economic Development*



CONTACT

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

Design/production
Cyndy King,
Marketing Coordinator
208.622.5607 (x4)
cyndy@svmusicfestival.org

Sun Valley Music Festival

Summer Season

Program advertising

RESERVATION, PAYMENT, INFO, AND ARTWORK SUBMISSION

Kris Olenick,
Administrative Coordinator
208.622.5607 (x110)
kris@svmusicfestival.org

Sun Valley Music Festival
PO Box 1914
Sun Valley, Idaho 83353
208.622.5607

COUNT ME IN!

Reserve your ad space by April 1 and submit artwork by May 20 to Kris Olenick, Administrative Coordinator, and reference the included media guide for design requirements.

RESERVE AD SPACE IN THE 2022 SUMMER PROGRAM BOOK

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

Contact the Festival office for cover advertising information

Reservation deadline: April 1, 2022

Artwork deadline: May 20, 2022

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 _____

How would you like your business to be recognized in print? _____

Notes and/or special requests _____

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

svmusicfestival.org

Save Print