

# SUMMER ADVERTISING OPPORTUNITIES

## 2023 MEDIA GUIDE



Sun Valley Music Festival concerts and education programs bring people together through the joy of classical music— attracting over 53,000 participants each summer. It’s the heart of festivities during the busiest tourism months in the Wood River Valley, and your organization can be a part of it! Advertising in the Festival’s summer program helps keep the concerts and learning opportunities admission-free so everyone in your community can join in.

Participation is easy. Scan the code with your mobile device or visit [svmusicfestival.org/advertising](https://svmusicfestival.org/advertising). More details, including artwork specifications and design services, may be found on the next page.

[svmusicfestival.org](https://svmusicfestival.org) | 208.622.5607



**Sun Valley**  
**Music Festival**

Summer Season

# WHY ADVERTISE?

Visitation in the Sun Valley area peaks each July and August. During this time, the Festival presents more than **26 concerts and events**, which attract over **53,000 people**. Programs are made available at venues across the valley and online to keep concertgoers engaged all season long. The events generate nearly **\$15 million\*** of spending in the community each year, attracting both locals and visitors:

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

**CIRCULATION** **July-August:** over 7,500 concert programs are printed and the book is published on the Festival website, which serves over 50,000 users annually.

**COSTS** **Single page:** \$1,500  
**Double page:** \$3,000  
*All ads are full color, inside pages. Payment is due upon reservation unless arranged otherwise.*

## ARTWORK

### *Need help creating your ad?*

Advertising should be effective, of course, but it should also be easy to create. While many advertisers have creative teams who can submit press-ready artwork, some do not. To help the latter, the Festival has contracted Nimbus Creative Group. Nimbus is prepared to work with your team to help you create your ad this year. If you would like assistance, select the design service option when completing the reservation form.

**Single page design service:** \$300  
**Double page:** \$400

Visit [svmusicfestival.org/design](http://svmusicfestival.org/design) for ad specs (including a downloadable template for your designer) or to learn more about design services.

## 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"

Find complete design specs and additional resources, including a downloadable template for your designer, at [svmusicfestival.org/design](http://svmusicfestival.org/design) or scan the code with your mobile device.



## TIMELINE

**Reservation deadline:** April 7, 2023

**Artwork deadline:** June 9, 2023

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

**Advertising space is limited, reserve yours today!**

\* Statistics courtesy of Sun Valley Economic Development



## CONTACT

### Advertising

**Kris Olenick,**  
Administrative Coordinator  
208.622.5607 (x110)  
[kris@svmusicfestival.org](mailto:kris@svmusicfestival.org)

### Design/production

**Cyndy King,**  
Marketing Coordinator  
208.622.5607 (x104)  
[cyndy@svmusicfestival.org](mailto:cyndy@svmusicfestival.org)

# Sun Valley Music Festival

Summer Season

# PROGRAM ADVERTISING

## RESERVATION, PAYMENT, AND ARTWORK SUBMISSION INFO

**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

Find complete design specs and additional resources, including a downloadable template for your designer, at [svmusicfestival.org/design-specs](http://svmusicfestival.org/design-specs).

### COUNT ME IN!

Reserve your ad space by April 7 and submit artwork by June 9 to Kris Olenick, Administrative Coordinator, and reference the included media guide for design requirements.

### Advertising with the Festival is easy.

Scan the code with your mobile device or visit [svmusicfestival.org/advertising](http://svmusicfestival.org/advertising) to reserve online. Or fill out and submit the form below. Reserve your space by April 7 and submit artwork by June 9 to Kris Olenick, Administrative Coordinator



### RESERVE AD SPACE IN THE 2023 SUMMER PROGRAM BOOK

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

Contact the Festival office for cover advertising information

**Reservation deadline: April 7, 2023**

**Artwork deadline: June 9, 2023**

### DESIGN SERVICE

New this year—the Festival would like to make advertising easier for those without an in-house marketing department. Mark another item off your checklist and let the Festival’s design team create your ad this year.

- Single-page design service: \$300
- Double-page design service: \$400

### 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 \_\_\_\_\_

- Make my investment go further—please increase my total by 3% to help cover credit card fees and ensure that 100% of my advertising costs goes towards supporting Festival concerts and education programs.

### 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](http://svmusicfestival.org)