

Summer advertising opportunities

2026 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. More details, including artwork specifications and design services, may be found on the next page.

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: \$1,750
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: \$400
Double page: \$600

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

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 or scan the code with your mobile device.



Timeline

Reservation deadline: April 10, 2026

Artwork deadline: May 15, 2026

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

Sun Valley Music Festival

Summer Season

Reservations, 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.

Program advertising

Count me in!

Reserve your ad space by April 10 and submit artwork by May 15 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 to reserve online. Or fill out and submit the form below. Reserve your space by April 10 and submit artwork by May 15 to Kris Olenick, Administrative Coordinator.



Reserve ad space in the 2026 summer program book

- ☐ Inside single page \$1,750
☐ Inside double page \$3,000

Contact the Festival office for cover advertising information (2026 SOLD)

Reservation deadline: April 10, 2026

Artwork deadline: May 15, 2026

Design service

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: \$400
☐ Double-page design service: \$600

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