

# 2015 Marketing Opportunities



# Print Product Details and Deadlines

## Qbook



This quarterly book contains information on everything going on at the ArtsQuest™ venues at SteelStacks™ and the Banana Factory® during a specific 3-month window.

**Rack Distributed**

**Quantity:** 15,000 per issue

**Format:** 48 pages, Full Color, Glossy, 4" x 9"

Issue	Ad Deadline	Available
Jan/Feb/March	Nov 14, 2014	Early December
April/May/June	Feb 6, 2015	Early March
July/Aug/Sept	May 8, 2015	Early June
Oct/Nov/Dec	Aug 21, 2015	Mid Sept

## InQ



ArtsQuest's quarterly magazine is direct mailed to 15,000 constituents who are actively involved in ArtsQuest programming. This publication provides an inside look at our festivals, concerts, events, educational programs, volunteers and more!

**Direct Mailed**

**Quantity:** 15,000 per issue

**Format:** 36 pages, Full Color, Glossy, 8.5" x 11"

Issue	Ad Deadline	Available
Winter	Jan 16, 2015	Mid Feb
Spring	April 17, 2015	Mid May
Summer	June 19, 2015	Late July
Fall	Sept 18, 2015	Mid Oct

## Levitt Pavilion SteelStacks™ Program



The 2015 season at the Levitt Pavilion SteelStacks will feature 50+ free, family-friendly concerts. Genres are Local/Regional, Blues, Americana, Rock & World.

**Rack Distributed/Direct Mailed**

**Quantity:** 20,000 per issue

**Format:** 48 pages, Full Color, Glossy, 4" x 9"

**Ad Deadline:** April 3, 2015

**Available:** Early May

## Musikfest® Program



Geared toward Musikfest enthusiasts, this publication features stage schedules, food vendors and more at the nation's largest free music festival. Musikfest 2015 dates are August 7-16.

**Rack Distributed**

**Quantity:** 50,000 per issue

**Format:** 96 pages, Full Color, Glossy, 4" x 9"

**Ad Deadline:** May 22, 2015

**Available:** Early July

## Christmas City Guide



This program distributed in early November highlights more than 50 different holiday activities that take place in the Christmas City including ArtsQuest's Christkindlmarkt Bethlehem®.

**Rack Distributed**

**Quantity:** 50,000 per issue

**Format:** 60 pages, Full Color, Glossy, 4" x 9"

**Ad Deadline:** October 2, 2015

**Available:** Early November

## Advertising Rates

Ad buy includes:

- 4 issues of Qbook (15,000 per issue; 60,000 total)
- 4 issues of InQ (15,000 per issue; 60,000 total)
- Levitt Pavilion SteelStacks Program (20,000)
- Musikfest Program (50,000)
- Oktoberfest Program (15,000)
- Christmas City Guide (50,000)
- Christkindlmarkt Program (25,000)

Total number of pieces: 280,000 | Total impressions: 700,000

### Premium Positions

### Ad Rates

Ad Position	Business Rate		Nonprofit Rate		
	Business Rate	Nonprofit Rate	Ad Size	Business Rate	Nonprofit Rate
Back Cover	\$14,000	\$7,000	Full page	\$10,000	\$5,000
Inside Back Cover	\$12,000	\$6,000	Half Page	\$6,000	\$3,000
Inside Front Cover	\$12,000	\$6,000			
Inside Front Right	\$12,000	\$6,000			
Inside Back Left	\$12,000	\$6,000			

## Distribution

**Rack Distributed** Distribution points include:

- ArtsQuest Center
- Banana Factory
- Downtown Bethlehem Association (up to 170 businesses)
- Discover Lehigh Valley
- Lehigh Valley Arts Council
- Lehigh Valley Chamber of Commerce
- Visitor Centers
- Sands Casino
- ArtsQuest Festivals & Events

**Direct Mailed** Mailing list includes:

- ArtsQuest Members
- ArtsQuest Donors
- ArtsQuest Volunteers
- Direct Mailed pieces are also available at the ArtsQuest Center and the Banana Factory

## Oktoberfest Program



This program includes information on the events, activities and shows including musical performances, Daschund races and more.

**Rack Distributed**

**Quantity:** 15,000 per issue

**Format:** 48 pages, Full Color, Glossy, 4" x 9"

**Ad Deadline:** August 21, 2015

**Available:** Late September

## Christkindlmarkt Program



This program highlights more than 20 retail vendors and 140 crafters and artisans participating in Christkindlmarkt Bethlehem®, which Travel + Leisure Magazine calls one of the Top 5 Holiday Craft Events in the world.

**Rack Distributed**

**Quantity:** 25,000 per issue

**Format:** 48 pages, Full Color, Glossy, 4" x 9"

**Ad Deadline:** October 16, 2015

**Available:** Mid November



# Levitt Pavilion SteelStacks Pocket Schedule



This pocket schedule is distributed from May through September and includes the 2015 Levitt Pavilion SteelStacks schedule.

**Rack Distributed**  
**Quantity:** 20,000  
**Format:** Full Color, Glossy, folded size 2.5" w x 4" h  
**Ad Deadline:** April 3, 2015  
**Shelf life:** early May - mid September

Back Page	Full Page (5 spots available)
\$400	\$250

## ArtsQuest Email Advertising Rates

Ads available in the following email products:

- Qmail (weekly; reaches approx: 126,000)
- Q10 (weekly; reaches approx: 80,000)
- Visual Arts (weekly; reaches approx: 12,000)
- Comedy (weekly; reaches approx: 5,000)
- Film (weekly; reaches approx: 5,800)
- Family (bi-weekly; reaches approx: 9,200)

Ads purchased by week. Reserve ads a minimum of 2 weeks prior to desired run date.

Ability to change artwork weekly.

Product	Business Rate	Nonprofit Rate
Qmail	\$1000	\$500
Q10	\$750	\$375
Visual Arts, Comedy, Film, Family	\$250	\$125

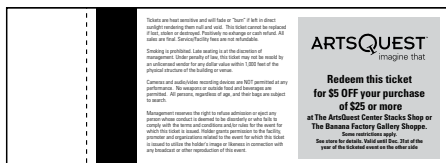
## ArtsQuest Ticket Back Rates

**Print-at-Home Tickets Coming Soon!**

Includes tickets for the following events: **Approx. Ticket Qty**

- Cinema, Comedy, Festivals, Musikfest  
 Café Concerts, Musikfest Concerts, Christkindmarkt (advance) **172,500**

Quantity	1 color	2 color
50,000	\$2,000	\$2,500
100,000	\$3,500	\$4,500



## Cinema Advertising Rates

Advertisements will run 2 times on each screen prior to every film and weekly comedy shows in the 100- and 200-seat Frank Banko Alehouse Cinemas, 5 times per day (average). Ability to change advertisements monthly. Annual attendance is 50,000+.

All slide content is subject to ArtsQuest approval.

Cinema Slide :10 Still	Business Rate	Nonprofit Rate
3 months	\$1,000	\$500
6 months	\$1,500	\$750
12 months	\$2,500	\$1,250

## ArtsQuest Online Advertising Rates

Ads run on the following websites:

- artsquest.org
- steelstacks.org
- bananafactory.org
- musikfest.org
- levittsteelstacks.org
- christmascity.org

Estimated page views: 6,292,585

All websites will be mobile phone friendly.

Ads are run of site.

Ads run for one calendar year from date of purchase.

Ability to change artwork monthly.

All ads are a minimum of 1/8 SOV; mobile web ads are a minimum of 1/16 SOV.

Guaranteed impressions: 750,000

Ad Sizes	Business Rate	Nonprofit Rate
Leaderboard	\$3,500	\$1,750
Cube	\$3,500	\$1,750
Mobile Site	included with Leaderboard or Cube ad buy	

# Event Related Marketing Services

Creative fees apply. Artwork requirements on back page. See artsquest.org for complete details.

Item	Business Rate	Nonprofit Rate
Press Release	\$250	\$125
Qbook Listing	\$100	\$50
Print Publication ads	rate card	rate card
Qmail ads	\$1000	\$500
Q10 ads	\$750	\$375
Affinity Targeted Emails	\$500	\$250
Website listing	\$250	\$125
Social Media posts (no boost)	\$100	\$50
Levitt Screen	\$1000/month	\$500/month

# Print Ad Specifications

ArtsQuest™ uses PC-based programs: Adobe CC InDesign, Photoshop, & Illustrator.

- Accepted PC Platform file formats: .PDF, .jpg, .TIF or .eps
- We cannot accept Word, Publisher, Powerpoint or Corel documents
- All Ads are Full Color, 300 dpi, CMYK, flattened, text converted to outline (or curves based on programs used) and scaled to size.

All ArtsQuest publications are saddle stitch bound.

## Ad Sizes for Programs (4" x 9")

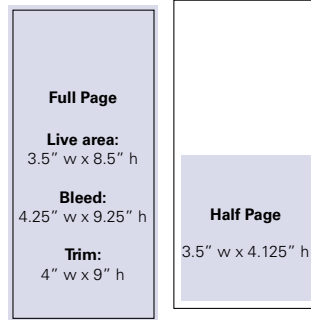
Qbook, Musikfest Program, Oktoberfest Program, Levitt Pavilion SteelStacks Program, Christmas City Guide, Christkindmarkt Program

### Full Page (full page ads bleed)

- 4" w x 9" h
- include additional 1/8" bleed on all 4 sides
- keep logos and text 1/4" from edge

### Half Page

- 3.5" w x 4.125" h



## Ad Sizes for InQ

### Full Page (full page ads bleed)

- 8.5" w x 11" h
- include additional 1/8" bleed on all 4 sides
- keep logos and text 1/4" from edge

### Half Page Horizontal

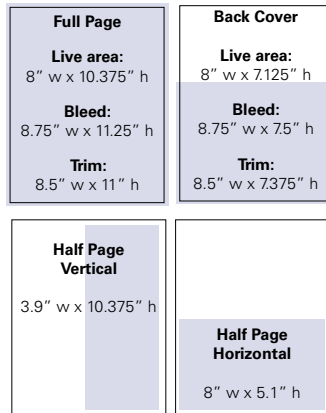
- 8" w x 5.1" h

### Half Page Vertical

- 3.9" w x 10.375" h

### Back Cover

- 8.5" w x 7.375" h
- include additional 1/8" on 3 sides
- keep logos and text 1/4" from edge



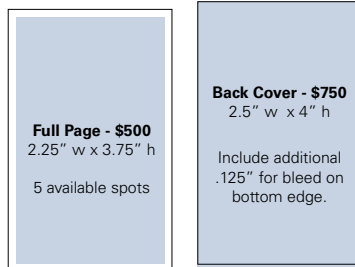
## Ad Sizes for Levitt Pavilion Pocket Schedule

### Full Page

- 2.25" w x 3.75" h

### Back Cover

- 2.5" w x 4" h
- Include additional 1/8" at bottom edge for bleed.



## Ad Size for Ticket Backs

### Ad area

- 1.75" w x 1.75" h



# Digital Ad Specifications

## Cinema Ads

Ads must meet the following requirements:

- 300 dpi
- PNG file
- 1920 px w x 1080 px h
- Must be received 7 business days prior to event or start date

## Levitt Screen

Ads must meet the following requirements:

- 72 dpi
- PNG file
- 1024 px w x 768 px h
- Must be received 7 business days prior to event or start date

## Web Ads

Web ads must meet the following requirements:

- 72 dpi
- JPG file
- Maximum file size: 40 kb
- Include url for linking ad when submitting artwork
- Must be received 7 business days prior to event or start date

### Sizes:

Leaderboard: 728 px w x 90 px h

Cube: 300 px w x 250 px h

Mobile Site Ad: 320 px w x 50 px h

## Email Ads

Email ads must meet the following requirements:

- 72 dpi
- JPG file
- Maximum file size: 40 kb
- Include url for linking ad when submitting artwork
- Must be received 7 business days prior to scheduled inclusion date
- 600 px w x 100 px h

# Creative Services

For creative services, please contact:

Angel Gable

agable@artsquest.org | 610-332-1366

**Concept & Design (2 proofs) - \$100**

**Additional proofs - \$25**

# General Information

For more information or to advertise, contact your account executive or call 610-332-1300.

All rates are net agency commission. ArtsQuest reserves the right to refuse any advertising.

**Checks made payable to Artonomous Media**

We accept the following Credit Cards:

