



ARTSQUEST™

imagine that

2017 MARKETING
OPPORTUNITIES

steelstacks.org

Print Product Details and Deadlines

NEW FOR 2017!

River Jazz Program

Released April 15, this festival guide is designed with ArtsQuest fans and jazz aficionados in mind, with dynamic stories and unique insights on the festival and the artists who are performing there.

Rack Distributed/Direct Mailed

Quantity: 10,000 per issue **Format:** 36 pages, Full Color, Glossy, 8.5" x 11"

InVision Program Book

Showcasing the dynamic images that professional and novice photographers will encounter at the festival in a unique fold-out format, this program includes a guide to all of the exhibitions, workshops, events and parties at the Olympus InVision Photo Festival.

Rack Distributed

Quantity: 6,000 per issue **Format:** 24 pages, Full Color, Glossy, 4" x 9"

PEEPSFEST® Program Book

In keeping with the theme of this family-focused festival, this fun-filled program highlights all things PEEPS® and features plenty of things kids love. Included are the PEEPSFEST® schedule, festival programming info, interactive activities, coloring sheets and more.

Rack Distributed

Quantity: 10,000 per issue **Format:** 36 pages, Full Color, Glossy/Matte, 8" x 10"



Things To Do

This unique quarterly booklet offers a three-month snapshot of all of the festivals, events, concerts, programs and classes taking place at ArtsQuest's venues at SteelStacks and the Banana Factory Arts Center.

Rack Distributed

Quantity: 15,000 per issue

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

Issue	Ad Deadline	Available
Winter	Nov. 11, 2016	Early December
Spring	Feb. 10, 2017	Early March
Summer	May 12, 2017	Early June
Fall	Aug. 18, 2017	Mid Sept.



InQ

This full-color quarterly magazine provides an inside look at ArtsQuest festivals, concerts, events, educational programs, volunteers and more. The high-impact piece, which includes feature articles, interviews with artists and more, is direct mailed to more than 15,000 individuals who are actively involved and interested in ArtsQuest programming.

Direct Mailed

Quantity: 15,000 per issue

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

Issue	Ad Deadline	Available
Winter	Jan. 13, 2017	Mid Feb.
Spring	April 14, 2017	Mid May
Summer	June 12, 2017	Late July
Fall	Sept. 18, 2017	Mid Oct.



Levitt Pavilion SteelStacks™ Program

The ultimate guide to the Summer Concert Series at Levitt Pavilion SteelStacks! This full-color booklet highlights the 2017 season, complete with schedules, special event information and biographies on the more than 50 different performers taking the stage. It's so popular with the Levitt's 89,000 attendees that copies are hard to come by well before the season ends.

Rack Distributed/Direct Mailed

Quantity: 30,000 per issue

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

Ad Deadline: April 14, 2017

Available: Early May



Musikfest Program

Geared toward Musikfest enthusiasts, this free publication is packed with performer info, stage schedules, food vendors and more. This program is distributed to more than 100 locations throughout the region prior to the festival, as well as available throughout the festival grounds during the 10 days of Musikfest, Aug. 4-13.

Rack Distributed

Quantity: 50,000 per issue

Format: 132 pages, Full Color, Glossy, 4" x 9"

Ad Deadline: May 15, 2017

Available: Early July



Oktoberfest Program

This festival program includes a guide to all of the food and beer Oktoberfest has to offer from German-style marzens and bratwurst to autumn inspired pumpkin ales and apple dumplings, as well as information on events, activities and shows including musical performances, Dachshund races and more.

Rack Distributed

Quantity: 10,000 per issue

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

Ad Deadline: July 28, 2017

Available: Late September



Christmas City Guide

Distributed throughout Bethlehem and the Lehigh Valley in early November, this program showcases more than 50 different holiday events and activities that take place in the Christmas City including ArtsQuest's Christkindlmarkt Bethlehem. It's the ideal advertising opportunity for shops, restaurants and specialty stores!

Rack Distributed

Quantity: 50,000 per issue

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

Ad Deadline: October 9, 2017

Available: Early November



Christkindlmarkt Program

Travel and Leisure Magazine has twice named Christkindlmarkt Bethlehem one of the top holiday markets in the world and this book showcases all of the elements that make the holiday market so special for so many. The official festival program highlights the 140 artisans, 30 retail vendors and tons of family fun that make Christkindlmarkt a wonderful family destination during the holiday season.

Rack Distributed

Quantity: 25,000 per issue

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

Advertising Rates

Ad buy includes:

- 4 issues of Things To Do (15,000 per issue; 60,000 total)
- 4 issues of InQ (15,000 per issue; 60,000 total)
- RiverJazz Program NEW! (10,000)
- Levitt Pavilion SteelStacks Program (30,000)
- Musikfest Program (50,000)
- Oktoberfest Program (10,000)
- InVision Program Book NEW! Program (6,000)
- Christmas City Guide (50,000)
- Christkindlmarkt Program (25,000)
- PEEPSFEST Program Book (10,000)

Premium Positions

Ad Position	Business Rate	Nonprofit Rate
Back Cover SOLD!	\$15,000	\$7,500
Inside Back Cover SOLD!	\$14,000	\$7,000
Inside Front Cover SOLD!	\$14,000	\$7,000
Inside Front Right SOLD!	\$14,000	\$7,000
Inside Back Left SOLD!	\$14,000	\$7,000

Ad Rates

Ad Size	Business Rate	Nonprofit Rate
Full Page	\$13,000	\$6,500
Half Page	\$8,000	\$4,000



Total number of pieces: 311,000



Total impressions: 808,600

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

ArtsQuest Email Advertising Rates

Ads available in the following email products:

- Qmail (weekly; reaches approx: 128,000)
- Things To Do (weekly; reaches approx: 110,000)
- Visual Arts (weekly; reaches approx: 11,000)
- Comedy (weekly; reaches approx: 6,800)

- Film (weekly; reaches approx: 7,800)

Ads purchased by week. Reserve ads a minimum of 2 weeks prior to desired on date. Ability to change artwork weekly.

Product	Business Rate	Non Profit Rate
Qmail	\$1,000	\$500
Things To Do	\$750	\$375
Visual Arts, Comedy, Film	\$250	\$125

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	Non Profit Rate
3 months	\$1,000	\$500
6 months	\$1,500	\$750
12 months	\$2,500	\$1,250

ArtsQuest Ticketbacks and Print at Home Tickets

A great way to put an offer in patrons hands. Ask about this new opportunity!

ArtsQuest Online Advertising Rates

Ads run on the following websites:

- steelstacks.org
- bananafactory.org
- musikfest.org
- levittsteelstacks.org
- christmascity.org
- All websites will be mobile phone friendly

- Ads are run of site and 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

Ad Sizes	Business Rate	Non Profit Rate
Leaderboard SOLD!	\$3,500	\$1,750
Cube	\$2,500	\$1,250

 **Estimated page views:**
8,319,906

 **Estimated users:**
1,617,955

 **Guaranteed impressions:**
750,000

Event Related Marketing Services

Creative fees apply. See artsquest.org for complete details.

Item	Business Rate	Non Profit Rate
Press Release	\$250	\$125
Things To Do Listing	\$100	\$50

Item	Business Rate	Non Profit Rate
Website listing	\$250	\$125
Social Media posts (no boost)	\$100	\$50
Levitt Screen	\$250/day	\$125/month

For more information or to advertise contact:

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