



ARTSQUEST™
imagine that



2022 MARKETING
OPPORTUNITIES

STEELSTACKS.ORG

Print Product Details and Deadlines

NEW FOR 2022!

Christmas City Magazine

Distributed throughout Bethlehem and the Lehigh Valley in early November, this magazine 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 / Direct Mailed

Quantity: 40,000 per issue **Format:** 64 pages, Full Color, Glossy, 8.5" x 11"

Rack: 25,000 / **Mailed:** 15,000

Ad Deadline: October 13, 2022

Available: Early November

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: 10,000 per issue (Spring & Winter) **Format:** 48 pages, Full Color, Glossy, 4" x 9"
15,000 per issue (Summer & Fall)

Issue	Ad Deadline	Available
Spring	Feb. 11, 2022	Mid-March
Summer	May 2, 2022	Mid-May
Fall	Sept. 12, 2022	Late September
Winter	Nov. 14, 2022	Late November

Inside ArtsQuest Magazine

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
Spring	Jan 31, 2022	Late February
Summer	June 20, 2022	Mid-July
Fall	Sept. 5, 2022	Late September
Winter	Nov. 21, 2022	Early December

Cars & Coffee Magazine

This 64-page program is your guide to all things Cars & Coffee, including the 2022 Cars & Coffee schedule, unique content for automotive enthusiasts and stunning photos from the event. Direct mailed, plus distributed at all ArtsQuest properties and select automotive and businesses in the Lehigh Valley.

Rack Distributed

Quantity: 7,500 per issue

Format: 64 pages, Full Color, Glossy, 8.5" x 11"

Ad Deadline: Feb. 28, 2022

Available: Mid March

Levitt Pavilion SteelStacks™ Program

The ultimate guide to the Summer Concert Series at Levitt Pavilion SteelStacks! This full-color booklet highlights the 2022 season, complete with schedules, special event information and biographies on the more than 45 different performers taking the stage. It's so popular with the Levitt's 75,000 attendees that copies are hard to come by well before the season ends.

Rack Distributed/Direct Mailed

Quantity: 30,000 **Format:** 60 pages, Full Color, Glossy, 4" x 9"

Ad Deadline: April 11, 2022

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 ten (10) days of Musikfest, August 5 - 14.

Rack Distributed

Quantity: 50,000

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

Ad Deadline: May 23, 2022

Available: Mid-June

Musikfest Advertising Opportunities

Jumbotron Advertising

Two Jumbotrons are placed on both sides of the festival (North & South sides) in high traffic areas of the Musikfest grounds.

Total Investment: \$3,999 (Ask for total screen views)

Targeted TV Advertising

With over 2 millions views on Musikfest programming on Service Electric Network, have your brand at the 'fest & home.

Total Investment: \$1,000 - \$2,500 (Ask for ad packages)



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: 7,500

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

Ad Deadline: August 1, 2022

Available: Mid-September

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: 30,000

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

Ad Deadline: October 24, 2022

Available: Mid-November

PEEPSFEST® Magazine

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

Format: 36 pages, Full Color, Glossy/Matte, 8" x 10"

Ad Deadline: November 8, 2022

Available: Late November

Advertising Rates

Ad buy includes:

- 4 issues of Things To Do (10,000 per issue (Spring & Winter) 15,000 per issue (Summer & Fall); 50,000 total)
- 4 issues of Inside ArtsQuest Magazine (15,000 per issue; 60,000 total)
- Christmas City Magazine NEW FORMAT! (40,000)
- Cars & Coffee Magazine (7,500)
- Levitt Pavilion SteelStacks Program (30,000)
- Musikfest Program (50,000)
- Oktoberfest Program (7,500)
- Christkindlmarkt Program (25,000)
- PEEPSFEST Magazine (10,000)

Premium Positions		
Ad Position	Business Rate	Nonprofit Rate
Back Cover SOLD!	\$15,500	\$8,000
Inside Back Cover SOLD!	\$14,500	\$7,500
Inside Front Cover SOLD!	\$14,500	\$7,500
Inside Front Right SOLD!	\$14,500	\$7,500
Inside Back Left	\$14,500	\$7,500
Ad Rates		
Ad Size	Business Rate	Nonprofit Rate
Full Page	\$13,600	\$6,800
Half Page	\$8,200	\$4,100



Total number of pieces: 280,000



Total impressions: 700,000

Distribution

Rack Distributed Distribution points include:

- ArtsQuest Center
- Banana Factory
- Downtown Bethlehem Association (up to 170 businesses)
- Discover Lehigh Valley
- Area Hotels
- Lehigh Valley Arts Council
- Lehigh Valley Chamber of Commerce
- Visitor Centers
- Wind Creek Bethlehem Resort
- 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 E-Mail Advertising Rates

Ads available in the following e-mail products:

- Inside ArtsQuest (weekly; reaches approx: 142,047)
- Things to Do (weekly; reaches approx: 84,044)
- Visual Arts (weekly; reaches approx: 28,047)
- Comedy (weekly; reaches approx: 10,768)
- Film (weekly; reaches approx: 24,039)

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

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

Cinema Advertising Rates

Advertisements will run prior to every film and weekly comedy shows in the 100 and 200 seat Frank Banko Alehouse Cinemas. Ability to change advertisements monthly. Annual attendance is 70,000+.

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	\$2,000	\$1,000

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 on 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	\$4,200	\$2,100
Cube	\$3,200	\$1,600



Estimated page views:
6,155,063



Estimated users:
1,470,879



Guaranteed impressions:
750,000

Event Related Marketing Services

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

Item	Business Rate	Non Profit Rate
Social Media post (no boost)	\$250	\$125



Total Facebook Likes: 260,824
Total Twitter Likes: 43,854
Total Instagram Likes: 62,671

Item	Business Rate	Non Profit Rate
Website listing	\$250	\$125
Levitt Screen	\$250/month	\$125/month
Press Release	\$250	\$125

For more information or to advertise contact:

Nicole Dotta

Sr. Manager of Business Development
ndotta@artsquest.org
610-332-1334

Jenna Minetola

Business Development Manager
jminetola@artsquest.org
610-332-1357

Nicholas Michael

Director of Corporate Partnerships
nmichael@artsquest.org
610-332-1339

For more information, visit: steelstacks.org



youtube.com/ArtsQuestBethlehem

ARTSQUEST
imagine that