Lehigh Valley SoccerFest Magazine
Your Insider’s Guide to the Women’s World Cup (June 7-July 7) and the region’s premier festival celebrating the World’s Game! This magazine-style program includes feature articles, insights and perspectives from the region’s soccer community and everything you need to enjoy the programs and activities at the Lehigh Valley SoccerFest and Viewing Party.

Rack Distributed/Direct Mailed
Quantity: 10,000 per issue  Format: 32 pages, Full Color, Glossy, 8.5" x 11"
Ad Deadline: April 17, 2019
Available: Mid-May

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"

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"

Cars & Coffee Magazine
This 64-page program is your guide to all things Cars & Coffee, including the 2018 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/Direct Mailed
Quantity: 20,000 per issue  Format: 64 pages, Full Color, Glossy, 8.5" x 11"
Ad Deadline: March 4, 2019
Available: Early April

Levitt Pavilion SteelStacks™ Program
The ultimate guide to the Summer Concert Series at Levitt Pavilion SteelStacks! This full-color booklet highlights the 2018 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 77,000 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 17, 2019
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. 3-12.

Rack Distributed
Quantity: 50,000 per issue  Format: 132 pages, Full Color, Glossy, 4" x 9"
Ad Deadline: May 13, 2019
Available: Mid-June
**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.

**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 InVision Festival.

**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!

**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.

**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 programing info, interactive activities, coloring sheets and more.
**ArtsQuest Email Advertising Rates**

**Ads available in the following email products:**
- Qmail (weekly; reaches approx: 195,730)
- Things to Do (weekly; reaches approx: 88,650)
- Visual Arts (weekly; reaches approx: 25,200)
- Comedy (weekly; reaches approx: 10,000)
- Film (weekly; reaches approx: 22,800)

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

<table>
<thead>
<tr>
<th>Product</th>
<th>Business Rate</th>
<th>Non Profit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qmail</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td>Things to Do</td>
<td>$750</td>
<td>$375</td>
</tr>
<tr>
<td>Visual Arts, Comedy, Film</td>
<td>$250</td>
<td>$125</td>
</tr>
</tbody>
</table>

---

**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 60,000+.

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

<table>
<thead>
<tr>
<th>Cinema Slide:10 Still</th>
<th>Business Rate</th>
<th>Non Profit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>$1,100</td>
<td>$550</td>
</tr>
<tr>
<td>6 months</td>
<td>$1,650</td>
<td>$825</td>
</tr>
<tr>
<td>12 months</td>
<td>$2,750</td>
<td>$1,375</td>
</tr>
</tbody>
</table>

---

**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

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Business Rate</th>
<th>Non Profit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$4,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Cube</td>
<td>$3,000</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

---

**Event Related Marketing Services**

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

<table>
<thead>
<tr>
<th>Item</th>
<th>Business Rate</th>
<th>Non Profit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press Release</td>
<td>$250</td>
<td>$125</td>
</tr>
<tr>
<td>Things to Do Listing</td>
<td>$100</td>
<td>$50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
<th>Business Rate</th>
<th>Non Profit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website listing</td>
<td>$250</td>
<td>$125</td>
</tr>
<tr>
<td>Social Media posts (no boost)</td>
<td>$100</td>
<td>$50</td>
</tr>
<tr>
<td>Levitt Screen</td>
<td>$250/day</td>
<td>$125/month</td>
</tr>
</tbody>
</table>

---

**For more information or to advertise contact:**

**Nicole Dotta**  
Senior Director of New Business Development  
n dotta@artsquest.org  
610-332-1334

**Nicholas Michael**  
Business Development Manager  
nmichael@artsquest.org  
610-332-1339

**Chris Kobela**  
Business Development Manager  
ckobela@artsquest.org  
610-332-1357

For more information, visit: steelstacks.org  
youtube.com/ArtsQuestBethlehem  
ARTSQUEST™  imagine that