**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"  
  **Quantity:** 15,000 per issue (Summer & Fall)

**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
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: 50,000
- Format: 132 pages, Full Color, Glossy, 4" x 9"

Ad Deadline: May 23, 2022
Available: Mid-June

**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: 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 programing 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: November

**Advertising Rates**

**Premium Positions**

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Business Rate</th>
<th>Nonprofit Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$15,500</td>
<td>$8,000</td>
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<tr>
<td>Inside Back Cover</td>
<td>$14,500</td>
<td>$7,500</td>
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<tr>
<td>Inside Front Cover</td>
<td>$14,500</td>
<td>$7,500</td>
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<tr>
<td>Inside Front Right</td>
<td>$14,500</td>
<td>$7,500</td>
</tr>
<tr>
<td>Inside Back Left</td>
<td>$14,500</td>
<td>$7,500</td>
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**Ad Rates**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Business Rate</th>
<th>Nonprofit Rate</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$13,600</td>
<td>$6,800</td>
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<tr>
<td>Half Page</td>
<td>$8,200</td>
<td>$4,100</td>
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</tbody>
</table>

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

**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

**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
  - 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.

<table>
<thead>
<tr>
<th>Product</th>
<th>Business Rate</th>
<th>Non Profit Rate</th>
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</thead>
<tbody>
<tr>
<td>Inside ArtsQuest</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>
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</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 70,000+.

All slide content is subject to ArtsQuest approval.

<table>
<thead>
<tr>
<th>Cinema Slide :10 Still</th>
<th>Business Rate</th>
<th>Non Profit Rate</th>
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<tbody>
<tr>
<td>3 months</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td>6 months</td>
<td>$1,500</td>
<td>$750</td>
</tr>
<tr>
<td>12 months</td>
<td>$2,000</td>
<td>$1,000</td>
</tr>
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</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>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$4,200</td>
<td>$2,100</td>
</tr>
<tr>
<td>Cube</td>
<td>$3,200</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Item</th>
<th>Business Rate</th>
<th>Non Profit Rate</th>
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</thead>
<tbody>
<tr>
<td>Social Media post (no boost)</td>
<td>$250</td>
<td>$125</td>
</tr>
</tbody>
</table>

**Total Facebook Likes:** 260,824

**Total Twitter Likes:** 43,854

**Total Instagram Likes:** 62,671

**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
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610-332-1357

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

For more information, visit: steelstacks.org  youtube.com/ArtsQuestBethlehem