



ARTSQUEST™
imagine that

2023 MARKETING
OPPORTUNITIES

STEELSTACKS.ORG

Print Product Details and Deadlines

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

Issue	Ad Deadline	Available
Spring	Jan. 27, 2023	Mid-March
Summer	May 5, 2023	Late June
Fall	Sept. 1, 2023	Mid-October
Winter	Nov. 17, 2023	Late December

Levitt Pavilion SteelStacks™ Program

The ultimate guide to the Summer Concert Series at Levitt Pavilion SteelStacks! This full-color booklet highlights the 2023 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 55,000 attendees that copies are hard to come by well before the season ends.

Rack Distributed/Direct Mailed

Quantity: 20,000

Ad Deadline: April 7, 2023

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 4-13 2023.

Rack Distributed

Quantity: 37,000

Ad Deadline: May 12, 2023

Available: Early July

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: \$4,705 (Ask for total screen views)

Targeted TV Advertising (Monthly / Yearly available)

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

Total Investment: \$500 - \$12,500 (Ask for ad packages)



Christkindlmarkt / Christmas City Program

Distributed on the SteelStacks Campus starting in Mid-November, this program showcases Christkindlmarkt, the Ice Rink at SteelStacks, ArtsQuest holiday programming, as well as holiday happenings in Bethlehem. Christkindlmarkt Bethlehem is five week festival with more than 60 retail vendors and crafters as well as artisans..

Rack Distributed

Quantity: 28,000

Ad Deadline: October 20, 2023

Available: Mid-November

Print Advertising Rates

Ad buy includes:

- 4 issues of Inside ArtsQuest Magazine (15,000 per issue; 60,000 total)
- Levitt Pavilion SteelStacks Program (20,000)
- Musikfest Program (37,000)
- Christkindlmarkt / Christmas City Program (28,000)

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: **145,000**



Total impressions: **362,500**

Print 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



Digital Advertising

ArtsQuest E-Mail Advertising Rates

Ads available in the following e-mail products:

- Inside ArtsQuest (weekly; reaches approx: 140,117)
- Things to Do (weekly; reaches approx: 82,291)
- Visual Arts (weekly; reaches approx: 32,408)
- Comedy (weekly; reaches approx: 10,826)
- Film (weekly; reaches approx: 25,448)
- Sponsor (bi-weekly; reaches approx: 700)

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, Sponsor	\$300	\$150

Quarterly Advertising Packages Include (4 AVAILABLE!):

- Inside ArtsQuest - 140,000 emails – 20 – 30% open rate (approx 35,000 views) – Quarterly – 140,000 total yearly views
- Things to Do - Approx. 82,000 emails – 20 – 30% open rate (approx. 22,000 views) Quarterly – 82,000 total yearly views

- Sponsor Newsletter (more specific/targeted) e-mails - Approx. 700 e-mails – 40-50% open rate (approx. 300 views) – Quarterly – 1,200 total yearly views

Estimated Total E-mail Impressions: 230,000

Product	Business Rate	Non Profit Rate
Quarterly Ads (Inside ArtsQuest, Things to Do, & Sponsor Newsletter)	\$7,000	\$3,500

Levitt Screen Advertising Rates

Advertisements will run on the Levitt LED Screen outside the ArtsQuest Center. Ability to change advertisements monthly.

All slide content is subject to ArtsQuest approval.

Levitt Screen :10 Still	Business Rate	Non Profit Rate
1 month	\$250	\$125
Levitt Season (May-September*) *excludes Musikfest	\$2,500	\$1,200

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 25,000+.

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 of site and run for one calendar year from date of purchase
- Ability to change artwork monthly
- All ads are a minimum of 1/10 SOV; mobile web ads are a minimum of 1/16 SOV

Ad Sizes	Business Rate	Non Profit Rate
Leaderboard	\$5,000	\$2,500
Cube	\$3,500	\$1,750

 **Estimated page views:**
7,624,978

 **Estimated users:**
1,879,170

 **Guaranteed impressions:**
1,000,000

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

Item	Business Rate	Non Profit Rate
Website listing	\$250	\$125
Press Release	\$250	\$125

 **Total Facebook Likes: 281,980**
Total Twitter Followers: 45,562
Total Instagram Followers: 69,938
Total TikTok Subscribers: 1,000

Ask about our seasonal advertising packages: Spring, Musikfest, Holiday

For more information or to advertise contact:

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

ARTSQUEST
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