

A photograph of a musician performing on stage at Musikfest. The musician is wearing a colorful, patterned shirt, blue jeans, and a lei, and is playing a red electric guitar. The stage is lit with blue spotlights, and other musicians are visible in the background. The text 'MUSIKFEST' is visible at the top of the image.

MUSIKFEST

ARTSQUEST™

imagine that

2025
Marketing
Opportunities

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 | Feb. 21, 2025 | Late March |
| Summer | May 16, 2025 | Late June |
| Fall | Sept. 5, 2025 | Late September |
| Winter | Nov. 21, 2025 | Late December |

Levitt Pavilion SteelStacks™ Program

The ultimate guide to the Summer Concert Series at Levitt Pavilion SteelStacks! This full-color booklet highlights the 2025 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 over 45,000 attendees that copies are hard to come by well before the season ends.

Rack Distributed/Direct Mailed

Quantity: 10,000

Ad Deadline: April 18, 2025

Available: Mid-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 1-10, 2025 with a preview night on July 31, 2025.

Rack Distributed

Quantity: 15,000

Ad Deadline: May 23, 2025

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: 15,000

Ad Deadline: October 15, 2025

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 (10,000)
- Musikfest Program (15,000)
- Christkindlmarkt / Christmas City Program (15,000)

 **Total number of pieces: 100,000**

 **Total impressions: 250,000**

| 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 |

Digital Advertising

ArtsQuest E-Mail Advertising Rates

Ads available in the following e-mail products:

- Things to Do (weekly; reaches approx: 85,560)
- Visual Arts (weekly; reaches approx: 33,230)
- Comedy (weekly; reaches approx: 11,054)
- Film (weekly; reaches approx: 26,124)
- Sponsor (monthly); reaches approx: 750)

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 |
|------------------------------------|---------------|-----------------|
| Things to Do | \$750 | \$375 |
| Visual Arts, Comedy, Film, Sponsor | \$300 | \$150 |

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 | \$300 | \$150 |
| Levitt Season (May-September*) *excludes Musikfest | \$2,500 | \$1,250 |

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
- musikfest.org
- levittsteelstacks.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 1/10 SOV; mobile web ads are a minimum of 1/16 SOV

| Ad Sizes | Business Rate | Non Profit Rate |
|------------------------|---------------|-----------------|
| Leaderboard 1/10th SOV | \$5,500 | \$2,750 |
| Cube 1/16 SOV | \$3,500 | \$1,750 |

 **Estimated page views:**
8,695,031

 **Estimated users:**
2,322,819

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

Social Media Advertising

Advertisements will run on ArtsQuest social media channel of choice.

All content is subject to ArtsQuest approval.

| Item | Business Rate | Non Profit Rate |
|------------------------------|---------------|-----------------|
| Social Media post (no boost) | \$300 | \$150 |



Total Facebook Likes: 296,832
Total X/Twitter Followers: 45,322

Total Instagram Followers: 79,487
Total TikTok Subscribers: 1,480

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

