

# SPOLETO FESTIVAL USA

2018

Advertising Kit

For 17 days and nights each spring, Spoleto Festival USA fills Charleston, South Carolina's historic theaters, churches, and outdoor spaces with performances by renowned artists as well as emerging performers in opera, theater, dance, and music.

**2018 Festival dates:  
MAY 25 – JUNE 10**



## TICKET BROCHURE

In total, 80,000 ticket brochures are produced each season—55,000 are mailed to households and group leaders across the country and 25,000 are delivered to area businesses and targeted Charleston-area distribution points.

Each hotel included in our ticket brochure also receives a listing and thumbnail image on our website (spoletousa.org) from January 2018 through the end of the year, receiving over 1 million annual pageviews from users around the world.

RESERVATION AND COPY DUE: Wednesday, October 11, 2017

**SPACE IS LIMITED**

### GO SPOLETO! PROMO TICKET BROCHURE LISTING

**\$1,950**

Includes:

- | 30-word listing in the Ticket Brochure with Go Spoleto! program branding
- | 30-word listing on the Accommodations webpage with a 135 x 135 pixel thumbnail image and hyperlink
- | Expanded listing (up to 100 words) on the Go Spoleto! webpage with a 135 x 135 pixel thumbnail image and hyperlink
- | Exclusive promo code to share with guests for savings on select 2018 Festival performances

### TRADITIONAL TICKET BROCHURE LISTING

**\$1,700**

Includes:

- | 30-word listing in the Ticket Brochure
- | 30-word listing on the Accommodations webpage with a 135 x 135 pixel thumbnail image and hyperlink

### WEB-ONLY ACCOMMODATION PAGE LISTING

**\$1,000**

Includes:

- | 30-word listing on the Accommodations webpage with a 135 x 135 pixel thumbnail image and hyperlink

# FESTIVAL PROGRAM BOOK

Celebrate Spoleto Festival USA's 42nd season by advertising in the official Festival Program Book. 25,000 programs are distributed to ticket holders at over 150 performances. This full-color publication is a wonderful souvenir that will be admired for years to come.

RESERVATION AND MATERIALS DUE: Wednesday, March 21, 2018

**Inside Front/Back Cover**.....\$4,500

8.625" x 11.125" bleed / 8.375" x 10.875" trim

**Full Page**.....\$3,500

8.625" x 11.125" bleed / 8.375" x 10.875" trim

**Half Page Vertical**.....\$1,750

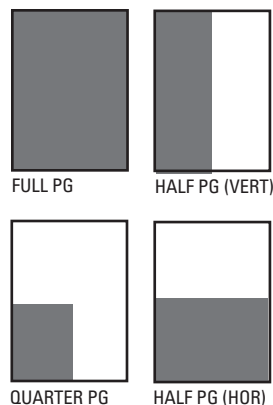
4.25" x 11.125" bleed / 4" x 10.875" trim

**Half Page Horizontal**.....\$1,750

8.625" x 5.375" bleed / 8.375" x 5.25" trim

**Quarter Page**.....\$1,000

4.25" x 5.5" bleed / 4" x 5.25" trim



There is a 20% surcharge for guaranteed placement.

Please contact Jessie Bagley at [jbagley@spoletousa.org](mailto:jbagley@spoletousa.org) for more information and availability.

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## OTHER OPPORTUNITIES

Limited availability. Please contact Jessie Bagley at [jbagley@spoletousa.org](mailto:jbagley@spoletousa.org) before submitting a contract for these opportunities.

### TICKET ENVELOPE

**\$4,000**

Reach Festival patrons when they receive their tickets in 15,000 Spoleto Festival USA ticket envelopes with a black-and-white ad featuring your business.

Size: 5" w x 2.75"h

### TICKET STOCK

**\$4,000**

Appearing on the back of 120,000 Spoleto Festival USA tickets, your advertisement will capture the attention of every Festival attendee with this high-impact ad space. Include a discount offer to drive Festival patrons to your business

Size: 3.5"w x 1.75"h

### NEWSLETTER BANNER AD

**\$750 per email**

Your advertisement will appear on one monthly e-blast during the Festival season. Available from January 2018, through the end of the year.

Size: 600 x 100 pixels / Email distribution: 45,000+

### HANDHELD FANS

Take advantage of this unique opportunity to promote your business while providing comfort to grateful Festival attendees. Festival volunteers will distribute your fans at outdoor venues (fan design subject to approval).

*Advertiser responsible for fan design and production. Completed fans must be delivered to Festival offices by May 16, 2018.*

- | Opening Ceremonies **\$500**
- | Cistern Yard events: **\$800** per event
- | Wells Fargo Festival Finale: **\$1,500**

### WEB-ONLY EXPLORE CHARLESTON LISTING

**\$500**

A 30-word listing on the appropriate Explore Charleston page of the Festival's website with a 135 x 135 pixel thumbnail image and hyperlink, available from January 2018, through the end of the year

## ADVERTISING POLICIES

- | Full payment (100%) is due upon contract submission.
  - | Spoleto Festival USA reserves the right to edit for length and consistency.
  - | Make checks payable to Spoleto Festival USA.
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## DIGITAL ART SPECIFICATIONS

- | Macintosh platform compatible
  - | File format: Hi-Resolution Adobe Acrobat PDF, Print ready, 300+ dpi CMYK file
  - | Color ads must contain files specified as CMYK.
  - | Include all fonts (including screen and printer fonts).
  - | Include all support files (logos, photos, illustrations, etc.).
  - | Images used in layouts must be 300 dpi or higher.
  - | Website images of 72 dpi / resolution increased to a higher dpi will not be accepted.
  - | Files will be sent into production as provided; time spent manipulating and/or troubleshooting files and/or changes will be billed to the advertiser.
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## SUBMISSIONS / QUESTIONS

Please submit all materials by deadline specified to the address below or call for more information about these or other advertising opportunities with Spoleto Festival USA.

Jessie Bagley  
Spoleto Festival USA  
14 George Street  
Charleston, SC 29401  
Phone: 843.720.1136  
Email: [jbagley@spoletousa.org](mailto:jbagley@spoletousa.org)

# SPOLETO FESTIVAL USA

2018 \_\_\_\_\_

Advertising Contract

## CONTACT INFORMATION

Company/Business \_\_\_\_\_

Name (please print) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

## TICKET BROCHURE

- Go Spoleto! Ticket Brochure Listing.....\$1,950
- Traditional Ticket Brochure Listing.....\$1,700
- Web-Only Accommodations Listing.....\$1,000

## PROGRAM BOOK

- Full Page Inside Back Cover Festival Book Advertisement.....\$4,500
- Full Page Festival Book Advertisement.....\$3,500
- Half Page Vertical Festival Book Advertisement.....\$1,750
- Half Page Horizontal Festival Book Advertisement.....\$1,750
- Quarter Page Festival Book Advertisement.....\$1,000
- Festival Book Guaranteed Ad Placement.....20% surcharge

## OTHER

- Ticket Envelope.....\$4,000
- Ticket Stock (back).....\$4,000
- Fans – Opening Ceremonies.....\$500
- Fans – Wells Fargo Festival Finale.....\$1,500
- Fans – Cistern Yard events.....\$800
- eNewsletter Banner Ad (per email).....\$750
- Web-only Explore Charleston Listing.....\$500

\$ \_\_\_\_\_ TOTAL

### PAYMENT INFORMATION (select one):

- Check has been mailed.
- Call the number listed above for credit card info.
- Send formal invoice to email address listed above.

\_\_\_\_\_  
Signature of Advertiser / Date

\_\_\_\_\_  
Signature of SFUSA Sales Manager / Date

## SUBMISSIONS / QUESTIONS

Jessie Bagley | jbagley@spoletousa.org | 843.720.1136

For office use only.  
Contract #: