

SPOLETO FESTIVAL USA

2020

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.

**2020 Festival dates:
MAY 22 – JUNE 7**



TICKET BROCHURE

In total, 60,000 ticket brochures are produced each season—45,000 are mailed to households and group leaders across the country and 15,000 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 2020 through the end of the year, receiving over 1 million annual pageviews from users around the world.

RESERVATION AND COPY DEADLINE: Thursday, October 31, 2019

SPACE IS LIMITED

PREMIUM BROCHURE

AND WEB LISTING

\$1,950

Includes:

| GO SPOLETO! Ticket Package

Partnership: Exclusive promo code to share with guests for 20% savings on select 2020 Festival performances

| 30-word listing in the Ticket Brochure with Go Spoleto! program branding

| Expanded listing (up to 100 words) on both the Accommodations and Go Spoleto! webpages; includes a 135 x 135 pixel thumbnail image and hyperlink

| Unlimited private concierge consultations to review 2020 program and answer Festival-related questions

TRADITIONAL BROCHURE

AND WEB LISTING

\$1,750

Includes:

| Listing in the Ticket Brochure with hotel name, address, phone number, and website

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

WEB-ONLY ACCOMMODATIONS

PAGE LISTING

\$1,000

Includes:

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

WEB ANALYTICS

The Go Spoleto! webpage received more than 5,700 pageviews from January 1 – July 1, 2019. This was an 86% increase from the same time frame in 2018.

The Accommodations webpage received more than 2,400 pageviews from January 1 – July 1, 2019. This was an 26% increase from the same time frame in 2018.

FESTIVAL PROGRAM BOOK

Celebrate Spoleto Festival USA's 44th season by advertising in the official Festival Program Book. 20,000 programs are distributed to ticket holders at over 150 performances—digitally and in print. This full-color publication is a wonderful souvenir that will be admired for years to come.

RESERVATION AND MATERIALS DEADLINE: Friday, March 20, 2020

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

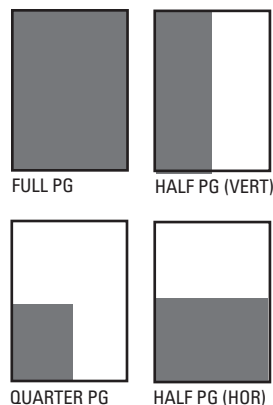
4.25" x 11.125" bleed / 4" x 10.875" trim

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 for more information and availability.

OTHER OPPORTUNITIES

Limited availability. Please contact Jenny Ouellette at jouellette@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

\$1,000 per email

Your advertisement will appear on one monthly e-blast during the Festival season. Available from January 2020, through the end of the year.

Size: 1000 x 150 pixels / Email distribution: 50,000+

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 15, 2020.

| Opening Ceremonies **\$500**

| Cistern Yard events: **\$800** per event

WEB-ONLY EXPLORE CHARLESTON LISTING

\$500

A 30-word listing in the Explore Charleston section of the Festival's website with a 135 x 135 pixel thumbnail image and hyperlink—available from January 2020, through the end of the year. Hotels not applicable—see page 1.

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.

Jenny Ouellette
Spoleto Festival USA
14 George Street
Charleston, SC 29401
Phone: 843.720.1137
Email: jouellette@spoletousa.org

SPOLETO FESTIVAL USA

2020 _____ Advertising Contract

CONTACT INFORMATION

Company/Business _____

Name (please print) _____

Address _____

City/State/Zip _____

Telephone _____

Email _____

TICKET BROCHURE

- Premium Ticket Brochure and Web Listing.....\$1,950
- Traditional Ticket Brochure and Web Listing.....\$1,750
- 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 — Cistern Yard events.....\$800
- eNewsletter Banner Ad (per email).....\$1,000
- 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

Jenny Ouellette | jouellette@spoletousa.org | 843.720.1137

For office use only.
Contract #: