



# GRAND TETON MUSIC FESTIVAL 2017 RATE CARD

Support the arts while accessing Jackson's affluent consumers by advertising in the Grand Teton Music Festival programs.

## REACH A CAPTIVE REPEAT AUDIENCE

For seven weeks each summer, the GTMF program book is placed in the hands of Jackson's locals, seasonal residents, and tourists, both at concerts and around the community. Offering an increased length of engagement averaging over 30 minutes per session, the GTMF program book ensures advertisers get valuable exposure to a captive audience of over 15,000 consumers.

New in 2017, GTMF has opened advertising space in its Winter, Gala, and Metropolitan Opera program books, offering additional opportunities for engagement. Purchase insertions by the package and reach the GTMF audiences year-round!

## THE GTMF PROGRAM BOOK

Magazine-style publication with editorial & program content

Hundred of pages containing inspired and luxurious design

Digital versions distributed online

Distributed to over 15,000 audience members at over 75 events

Distributed to area business and local concierge

Over 7,500 are in circulation annually, with high pass-along rates

Length of engagement averages 30 minutes or more per session

Audiences read the program book for consecutive weeks

Program books are often kept as a collector's item

## RESERVE SPACE NOW

CONTACT

BUSINESS NAME

MAILING ADDRESS

CITY, STATE, ZIP

E-MAIL

PHONE

AD SIZE

TOTAL DUE

NOTES

ADVERTISER SIGNATURE

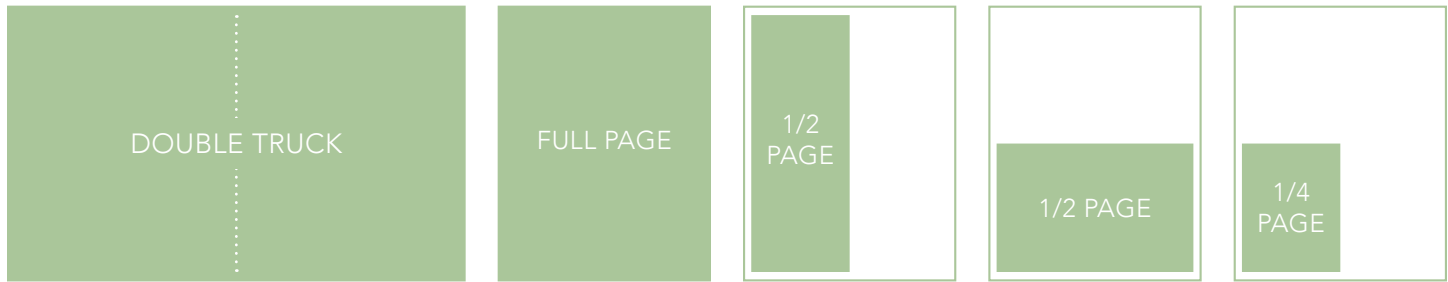
DATE

GTMF REPRESENTATIVE

DATE

Advertise with GTMF and receive two tickets to a subscription concert!

# SPECIFICATIONS & RATES



## STANDARD PLACEMENTS

STANDARD PLACEMENTS	BLEED	TRIM	LIVE	RATE
DOUBLE TRUCK	17 × 11.125	16.75 × 10.875	15.75 × 9.875	\$5000
FULL PAGE	8.625 × 11.125	8.375 × 10.875	7.375 × 9.875	\$3500
1/2 PAGE VERTICAL	NA	3.225 × 9.25	NA	\$2500
1/2 PAGE HORIZONTAL	NA	6.7 × 4.5	NA	\$2500
1/4 PAGE	NA	3.225 × 4.5	NA	\$1250

## PREMIUM PLACEMENTS

<del>INSIDE FRONT COVER</del>	<del>8.625 × 11.125</del>	<del>8.375 × 10.875</del>	<del>7.375 × 9.875</del>	<del>\$5000</del>
<del>INSIDE BACK COVER</del>	<del>8.625 × 11.125</del>	<del>8.375 × 10.875</del>	<del>7.375 × 9.875</del>	<del>\$5000</del>

## PLACEMENT PACKAGES Choose a combination of full page insertions within the Winter Festival; the Summer Festival; the Summer Gala; and / or the Met Opera programs

4x	<b>USE THE FOLLOWING SPECIFICATIONS FOR NON-SUMMER PROGRAMS</b>	6.25 × 9.25	6 × 9	5 × 8	\$11,000
3x		6.25 × 9.25	6 × 9	5 × 8	\$8000
2x		6.25 × 9.25	6 × 9	5 × 8	\$5000
BOOKMARK (3x)		2.25 × 7.25	2 × 7	1.5 × 6.5	\$7000

## 2017 EDITORIAL SCHEDULE

PROGRAM	RESERVATION	ARTWORK DUE	EVENT DATES
<del>WINTER FESTIVAL</del>	<del>DECEMBER 23</del>	<del>JANUARY 6</del>	<del>FEBRUARY 7 - 10</del>
SUMMER FESTIVAL	MARCH 17	APRIL 14	JULY 3 - AUGUST 20
SUMMER GALA	MARCH 17	MAY 1	AUGUST 1
METROPOLITAN OPERA: <i>LIVE IN HD</i>	MARCH 17	SEPTEMBER 1	FALL 2017 - SPRING 2018

## ADVERTISER INFORMATION

### TERMS OF AGREEMENT

A 50% non-refundable deposit is due at signing; the balance is due upon file submission. If materials and / or payment are not received, GTMF reserves the right to cancel the insertion and release the space.

### TECHNICAL REQUIREMENTS

- Color artwork must be 4-color, CMYK-only with no RGB elements
- Embed or flatten text, images, and transparencies
- Include document bleeds for full page artwork
- Do not include crop or other printer marks
- Export artwork as a high-res Adobe X-4 PDF (at 300dpi)

### CONTACT

#### SALES

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#### FILE SUBMISSION

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