



# GRAND TETON MUSIC FESTIVAL 2018 RATE CARD

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

## 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 16,000 audience members at over 50 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

## 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 summer program book ensures advertisers get valuable exposure to a captive audience of over 16,000 consumers.

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

## RESERVE SPACE NOW

CONTACT

BUSINESS NAME

MAILING ADDRESS

CITY, STATE, ZIP

E-MAIL

PHONE

AD SIZE

TOTAL DUE

NOTES

ADVERTISER SIGNATURE

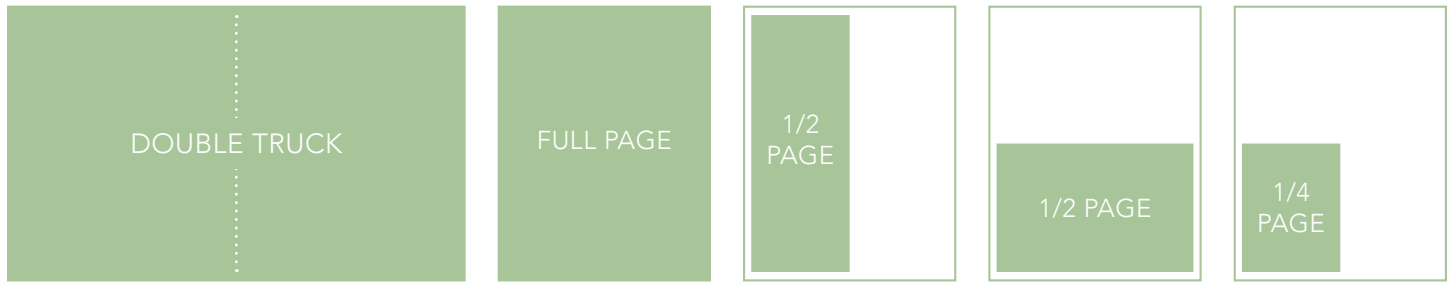
DATE

GTMF REPRESENTATIVE

DATE

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

# SPECIFICATIONS & RATES



## STANDARD SUMMER 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	3.1875 × 9.25	NA	\$2500
1/2 PAGE HORIZONTAL	NA	6.625 × 4.5	NA	\$2500
1/4 PAGE	NA	3.1875 × 4.5	NA	\$1250

## PREMIUM SUMMER PLACEMENTS

INSIDE FRONT COVER	8.625 × 11.125	8.375 × 10.875	7.375 × 9.875	\$5000
INSIDE BACK COVER	8.625 × 11.125	8.375 × 10.875	7.375 × 9.875	\$5000
BOOKMARK	2.25 × 7.25	2 × 7	1.5 × 6.5	\$7000

## SERIES PLACEMENTS

WINTER FESTIVAL	6.25 × 9.25	6 × 9	5 × 8	\$1250
SUMMER GALA FUNDRAISER	6.25 × 9.25	6 × 9	5 × 8	\$2500
METROPOLITAN OPERA: <i>LIVE IN HD</i>	6.25 × 9.25	6 × 9	5 × 8	\$1250

## 2018 EDITORIAL SCHEDULE

PROGRAM	SALES CLOSE	ARTWORK DUE	EVENT DATES
WINTER FESTIVAL	DECEMBER 8	JANUARY 2	JANUARY 31 - FEBRUARY 3
SUMMER FESTIVAL	MARCH 2	APRIL 13	JULY 2 - AUGUST 18
SUMMER GALA FUNDRAISER	MARCH 23	MAY 4	JULY 19
METROPOLITAN OPERA: <i>LIVE IN HD</i>	MARCH 23	AUGUST 31	FALL 2018 - SPRING 2019

## 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

- Artwork must be set to CMYK with no RGB elements. Images must be high-res at 300 dpi
- 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

### CONTACT

#### SALES & FILE SUBMISSION

Lauren Owens  
Patron Services  
Associate

lauren@gtmf.org  
o: 307.732.9965  
f: 307.739.9043