

SANGRE *de* CRISTO
ALL OF THE ARTS FOR ALL OF SOUTHERN COLORADO
ARTS *and* CONFERENCE CENTER



**OUR
AUDIENCE CAN BE
YOUR AUDIENCE!**



OUR AUDIENCE...

...IS ACTIVE, OUTGOING, CREATIVE, AND ALWAYS LOOKING TO GET MORE OUT OF LIFE AND WILL GO OUT TO GET IT.



The Arts Center has very affordable ways for you to reach these people and support the arts at the same time. Let us share our community with yours.

The cultural hub of Southern Colorado, the Sangre de Cristo Arts Center gives visitors the tools to think and act creatively through a three building complex including seven galleries offering the best in historic and contemporary art by artists of local, regional and national renown. In addition the Arts Center offers the Buell Children's Museum, recognized as the #2 children's art museum in the nation by Child Magazine, a 500-seat theater featuring a variety of performing arts programs, both local and national, and two gift shops. Over 100 fine arts, dance and leisure classes are available every quarter providing something unique to everyone from children to adults of all skill levels.

Advertising benefits are also available to businesses who choose to sponsor a performance, event, exhibit or other art experience at the Arts Center. Please ask us for detailed information.



Sangre de Cristo Arts Center *ArtBlast* E-Newsletter

ABOUT THE ARTBLAST

The Sangre de Cristo ArtBlast is our electronic newsletter that is sent out 4 times a month and features exclusive updates on events and programs for the Arts Center and the Buell Children's Museum.

The ArtBlast goes out to over 5,900 people each week - that's over 23,000 blasts each month - to people wanting to know the latest events tied to the Arts Center, including parents, group leaders and people in the media.

Now you can promote your business or event with a banner ad in the ArtBlast! Have a different message every week? You can change your banner ad for every week you have it running or keep the same message the whole month or year. If you have a business or event web site, we will link your banner ad to take your audience to your site. **And if you choose to place your business in the ArtBlast for one full year we will give you one month for FREE!**



ABOUT WEB-BASED ADS

The Sangre de Cristo Arts Center's Website is the face of the organization. With constant updates on events and programs for the Arts Center and the Buell Children's Museum, guests are constantly checking back to see what's new.

Sdc-arts.org is viewed over 28,000 times each month, and now you can promote your business or event with an ad on the website, or featured event listing linked to the ticketing purchase page! If you have a business or event website, we will link your web ad to take your audience to your site. And if you choose to place your ad on the site for one full year we will give you one month for FREE!

VENUE BROCHURE

Ask about being listed in our venue brochure for a great opportunity to reach brides and event planners.

OVER
23,000
BLASTS EACH MONTH

28,000
PAGEVIEWS/MO
6 PAGES PER VISIT

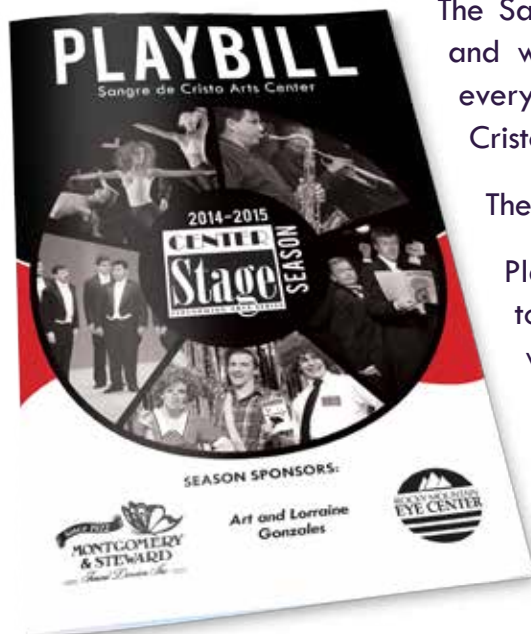
Source: Google Analytics

OVER
100,000
FACEBOOK IMPRESSIONS
EACH MONTH

PLAYBILL

Sangre de Cristo Arts Center

ABOUT THE PLAYBILLS



The Sangre de Cristo Playbill is a black and white program that we create for every Center Stage and Sangre de Cristo Ballet performance.

The Playbill measures 5 1/2" x 8 1/2".

Playbills are given to all attendees (up to 500 people at each performance), with 10-12 performances scheduled throughout the performance year. That's 5,500 copies or more each season!

Promote your business or event with an ad in the Playbill. You can change your message for

every performance or keep it consistent and use

the ad space like an extra business card promoting your company or event. Most businesses advertise for the entire season.

RESERVE YOUR SPACE TODAY!

UP TO
5,500
COPIES EACH SEASON!

INCLUDES
ANNUAL
NUTCRACKER BALLET
- A Sellout!

The Sangre de Cristo Arts Center is a 501 c(3) non-profit organization. We are accredited by the American Alliance of Museums. Our mission is to make the arts an integral part of everyone's life by providing leadership in managing, promoting and offering quality arts programs, facilities and services that educate, challenge and meet the needs of people in Pueblo and southern Colorado.

3 WAYS TO ADVERTISE

- ✓ ARTBLAST
- ✓ PLAYBILL
- ✓ ONLINE

DID YOU KNOW

The Sangre de Cristo Arts Center has...

135,000	▶ VISITORS
16,000	▶ STUDENTS
370	▶ PUBLIC CLASSES
30	▶ FINE ART SHOWS

ANNUALLY

For more information about placing a web-based ad, please contact:

Alyssa Parga at

719-295-7211 or alyssa@sdc-arts.org



SANGRE de CRISTO
ALL OF THE ARTS FOR ALL OF SOUTHERN COLORADO
ARTS and CONFERENCE CENTER

AD CONTRACT



Business Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

ACCEPTED FILE TYPES:

TIF | PSD | PDF | JPG | EPS

PLAYBILL | All images must be at least 300 DPI. All text should be converted to outlines. CMYK or Grayscale.

ARTBLAST & WEB | All images must be 100 DPI. All text should be converted to outlines. RGB color.

Signature: _____ Date: _____

Arts Center Signature: _____ Date: _____

Please return contract with check payable to:
Sangre de Cristo Arts Center | Attn: Marketing
210 N. Santa Fe Ave. | Pueblo, CO 81003

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AD CHOICE

PLAYBILL

NUTCRACKER PLAYBILL SPECIAL:
Advertise in all 5 Nutcracker Ballet Playbills with a full page ad for just \$260!

1. CHOOSE YOUR AD SIZE:

AD RATES	SINGLE ISSUE	SEASON
FULL PAGE 4.5" x 7.5"	<input type="checkbox"/> \$100	<input type="checkbox"/> \$650
3/4 PAGE 4.5" x 5.625"	<input type="checkbox"/> \$75	<input type="checkbox"/> \$555
1/2 PAGE 4.5" x 3.675"	<input type="checkbox"/> \$60	<input type="checkbox"/> \$425
1/4 PAGE (Vertical) 2.1875" x 3.675"	<input type="checkbox"/> \$45	<input type="checkbox"/> \$295
1/4 PAGE (Horizontal) 4.5" x 1.75"	<input type="checkbox"/> \$45	<input type="checkbox"/> \$295

The **PLAYBILL** is printed in B&W and all production is included at no extra cost.

PREMIUM PLACEMENT:

Add \$125 per season for back page or inside cover (available for full page only).



1. CHOOSE YOUR RATE:

WEEKLY 560 x150 px	<input type="checkbox"/> \$15	1 WEEK
MONTHLY - SAVE! 560 x150 px	<input type="checkbox"/> \$55	4 WEEKS
YEARLY - GET ONE MONTH FREE! 560 x150 px	<input type="checkbox"/> \$660	52 WEEKS

2. CHOOSE YOUR DATES:

From _____ to _____

SPECIAL OFFER FOR RENTAL CLIENTS

Renting a space at the Arts Center? Buy one banner ad and get the second FREE! (Must provide own artwork two weeks before you want your banner ad to appear)

Limit one free ad. Subject to availability.

Digital Frame Advertising Welcome Desk | 17" Display

1. CHOOSE YOUR RATE:

WEEKLY	<input type="checkbox"/> \$50	1 WEEK	YEARLY - GET ONE MONTH FREE!	<input type="checkbox"/> \$2,400	52 WEEKS
MONTHLY - SAVE!	<input type="checkbox"/> \$195	4 WEEKS			

2. CHOOSE YOUR DATES:

Starting _____

Web-Based Advertising www.sdc-arts.org

1. CHOOSE YOUR RATE:

MONTHLY 200 x 200px	<input type="checkbox"/> \$200	4 WEEKS
YEARLY - GET ONE MONTH FREE! 200 x 200 px	<input type="checkbox"/> \$2,200	52 WEEKS

2. CHOOSE YOUR DATES:

Starting _____

facebook.

SPECIAL OFFER FOR RENTAL CLIENTS

Maximize your online presence with a Facebook post the Sangre de Cristo Arts Center's page. With over 4,240 fans of the page, your post is sure to be seen by an audience who is already interested in Arts Center events!

FACEBOOK POST*	<input type="checkbox"/> \$25	1 POST
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*Please Note:

One (1) Facebook post per event per week
Maximum three (3) Facebook posts total per event
\$10 goes toward your "boost"

Event Advertising

Holding an event at the Arts center? Your text based listing will include the title of your event, dates, a short description, a web header graphic, as well as ticket purchase information.

1 Listing (single date)	<input type="checkbox"/> \$125
Additional Dates	<input type="checkbox"/> \$20