

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.

# town & center MOSAIC

## ABOUT THE MOSAIC

The Town & Center MOSAIC is a full color, art event-focused magazine that has been published and distributed for over 40 years.

The MOSAIC is delivered to over 4,000 homes and businesses and has a circulation rate of over 19,000 readers!

Each full color issue is packed with the latest information from all over the Arts Center, including art exhibitions, the Buell Children's Museum, School of Dance, Arts Education and all performances including the Sangre de Cristo Ballet, popular national touring productions, special concerts and our own popular Festival Fridays.

The MOSAIC magazine is updated with current happenings and includes a Calendar of Events which readers keep as their go-to guide. In addition, the MOSAIC is also published on our web site which gives your ad additional exposure at no extra cost to you.



## PUBLICATION DISTRIBUTION:

- DIRECTLY MAILED TO ALL ARTS CENTER MEMBERS AND VIPS
- ARTS CENTER CAMPUS RACKS, GALLERIES, AND CHILDREN'S MUSEUM
- PUEBLO TOURIST AND VISITOR CENTERS
- IN-ROOM AT PARTNER HOTELS
- PUEBLO RAWLINGS LIBRARY RACK
- LOCAL BUSINESSES WAITING ROOMS & RACKS

## BUILD YOUR AUDIENCE TODAY!

OVER  
**19,000**  
REGULAR READERS

**61%**  
OF MAGAZINE ADS PROMPT  
READERS TO TAKE ACTION

Source: City & Regional  
Magazine Association, 2012

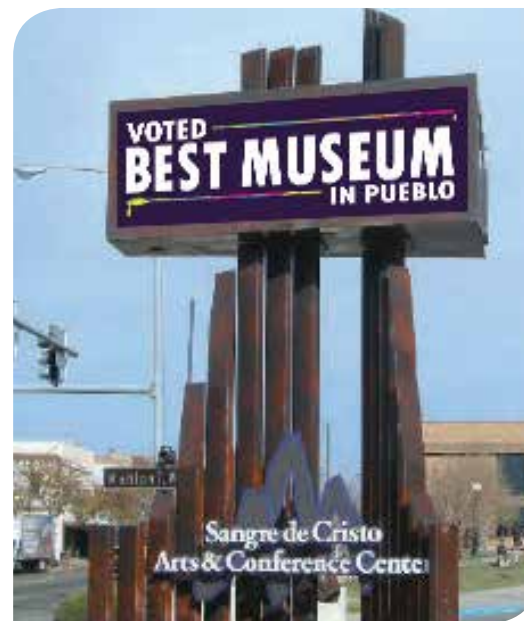
# Marquee



## ABOUT THE MARQUEE

Display your message for 8 seconds in rotation with Arts Center messaging - 24 hours a day. This sign has a traffic count of 18,400 vehicles passing each day - many with more than one person. This 10mm true pixel screen is full color, bright in any light, and the perfect way to get your message seen.

This outdoor advertising can be updated in real time - whether you are a real-estate agent or have a family-owned restaurant, send us your messaging and we'll have it advertised to thousands of people in the downtown Pueblo area each day.



OVER  
**18,000**  
DAILY IMPRESSIONS  
THAT'S OVER  
540,000 A 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!*

# Sangre de Cristo Arts Center *ArtBlast* E-Newsletter

## ABOUT THE ARTBLAST

The Sangre de Cristo ArtBlast is our electronic newsletter that is sent out weekly 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!**

## Online Advertising [www.sdc-arts.org](http://www.sdc-arts.org)

### ABOUT ONLINE 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!

OVER  
**23,000**  
BLASTS EACH MONTH

**28,000**  
PAGEVIEWS/MO  
6 PAGES PER VISIT

Source: City & Regional  
Magazine Association, 2012



## 5 WAYS TO ADVERTISE

✓ MOSAIC

✓ PLAYBILL

✓ MARQUEE

✓ ONLINE

✓ ARTBLAST

## 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 an ad, please contact:

Alyssa Parga at

719-295-7211 or [alyssa@sdc-arts.org](mailto:alyssa@sdc-arts.org)

The Sangre de Cristo Arts Center is located at 210 N. Santa Fe Ave in beautiful Pueblo, Colorado, just off of I-25, exit 98B since 1972

Visit online at [www.sdc-arts.org](http://www.sdc-arts.org) or call 719-295-7200

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

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

**MARQUEE** | All images must be 72 DPI and in PNG format. All text should be converted to outlines. RGB color.

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

### SENDING YOUR FILES

**EMAIL FILES UNDER 10 MB:** [alyssa@sdc-arts.org](mailto:alyssa@sdc-arts.org)

**DROP OFF A CD or USB Drive:** 210 N Santa Fe Ave  
Pueblo, CO 81003 | Attn: Marketing

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

# CHOOSE YOUR AD SIZE



## 2. CHOOSE YOUR RATE:

| AD RATES (per issue)                         | 1X                             | 2X                             |
|--|--------------------------------|--------------------------------|
| <b>FULL PAGE</b><br>7.375" x 9.875"          | <input type="checkbox"/> \$400 | <input type="checkbox"/> \$350 |
| <b>1/2 PAGE</b><br>7.375" x 4.875"           | <input type="checkbox"/> \$325 | <input type="checkbox"/> \$275 |
| <b>1/4 PAGE</b><br>3.625" x 4.875"           | <input type="checkbox"/> \$250 | <input type="checkbox"/> \$200 |
| <b>BACK/INSIDE COVER</b><br>8.375" x 10.875" |                                |                                |

The **MOSAIC** is printed in full-color and all production is included at no extra cost.

## 1. CHOOSE YOUR ISSUES:

- 1st Edition    2nd Edition  
 **YEAR ROUND**

## PREMIUM PLACEMENT:

Add \$75 per issue for back page or inside cover (available for full page only).



## CHOOSE YOUR AD SIZE:

| AD RATES                               | 40% OFF FOR SEASON             |                                |
|--|--------------------------------|--------------------------------|
|  | SINGLE ISSUE                   | SEASON                         |
| <b>FULL PAGE</b> 5" x 8"               | <input type="checkbox"/> \$125 | <input type="checkbox"/> \$825 |
| <b>3/4 PAGE</b> 5" x 5.5"              | <input type="checkbox"/> \$75  | <input type="checkbox"/> \$500 |
| <b>1/2 PAGE</b> 5" x 4"                | <input type="checkbox"/> \$55  | <input type="checkbox"/> \$400 |
| <b>1/4 PAGE</b> (Vertical) 2.5" x 5"   | <input type="checkbox"/> \$45  | <input type="checkbox"/> \$300 |
| <b>1/4 PAGE</b> (Horizontal) 5" x 2.5" | <input type="checkbox"/> \$45  | <input type="checkbox"/> \$300 |

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

## PREMIUM PLACEMENT:

Add \$25 per issue (\$125 per season) for back page or inside cover (available for full page only).

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.

## CENTER STAGE PLUS SANGRE DE CRISTO BALLET

**NUTCRACKER PLAYBILL SPECIAL:**  
 Advertise in all 5 Nutcracker Ballet Playbills with a full page ad for just \$300!



## 1. CHOOSE YOUR RATE:

|   |                                 |
|---|---------------------------------|
| <b>WEEKLY</b><br>352 x 128 px                       | <input type="checkbox"/> \$300  |
| <b>MONTHLY - GET ONE WEEK FREE!</b><br>352 x 128 px | <input type="checkbox"/> \$1000 |

## 2. CHOOSE YOUR DATES:

From: \_\_\_\_\_ To: \_\_\_\_\_



## 1. CHOOSE YOUR RATE:

|   |                                |
|---|--------------------------------|
| <b>WEEKLY</b><br>560 x 150 px                       | <input type="checkbox"/> \$25  |
| <b>MONTHLY</b><br>560 x 150 px                      | <input type="checkbox"/> \$60  |
| <b>YEARLY - GET ONE MONTH FREE!</b><br>560 x 150 px | <input type="checkbox"/> \$660 |

## 2. CHOOSE YOUR DATES:

From: \_\_\_\_\_ To: \_\_\_\_\_



## 1. CHOOSE YOUR RATE:

|   |                                  |
|---|----------------------------------|
| <b>MONTHLY</b><br>200 x 200px                       | <input type="checkbox"/> \$200   |
| <b>YEARLY - GET ONE MONTH FREE!</b><br>200 x 200 px | <input type="checkbox"/> \$2,200 |

2. CHOOSE YOUR DATES: Starting: \_\_\_\_\_