

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

SORRY, UNAVAILABLE AT THIS TIME

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

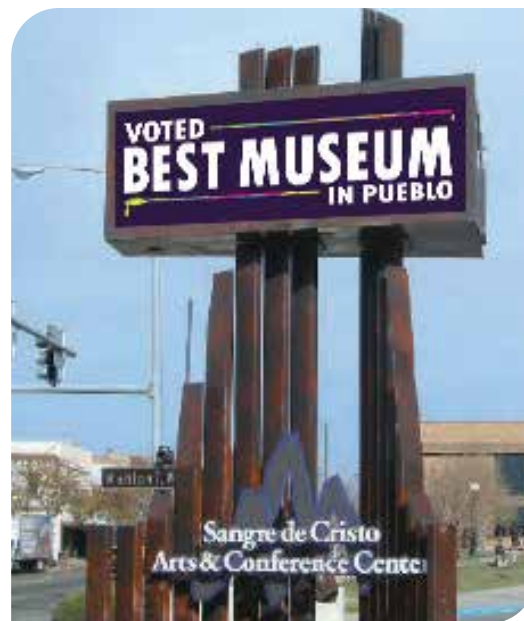
Marquee



ABOUT THE MARQUEE

Display your message for 10 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

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**

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
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

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

town & center
MOSAIC

SORRY, UNAVAILABLE AT THIS TIME

1. CHOOSE YOUR ISSUES:

1st Edition 2nd Edition

2. CHOOSE YOUR RATE:

AD RATES (per issue)	1X	2X
FULL PAGE 7.375" x 9.875"	\$400	\$350
1/2 PAGE 7.375" x 4.875"	\$325	\$275
1/4 PAGE 3.625" x 4.875"	\$250	\$200
BACK/INSIDE COVER 8.375" x 10.875"		

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

PREMIUM PLACEMENT:

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

PLAYBILL (11 SHOWS!)

1. CHOOSE YOUR AD SIZE:

AD RATES	40% OFF FOR SEASON	
	SINGLE ISSUE	SEASON
FULL PAGE 5" x 8"	\$125	\$825
3/4 PAGE 5" x 5.5"	\$75	\$500
1/2 PAGE 5" x 4"	\$55	\$400
1/4 PAGE (Vertical) 2.5" x 5"	\$45	\$300
1/4 PAGE (Horizontal) 5" x 2.5"	\$45	\$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!

Marquee



1. CHOOSE YOUR RATE:

WEEKLY 352 x 128 px	1 WEEK \$300
MONTHLY - GET ONE WEEK FREE! 352 x 128 px	1 MONTH \$1000

2. CHOOSE YOUR DATES:

From: _____ To: _____

artBlast E-Newsletter

1. CHOOSE YOUR RATE:

WEEKLY 560 x 150 px	1 WEEK \$25
MONTHLY 560 x 150 px	4 WEEKS \$90
YEARLY - GET ONE MONTH FREE! 560 x 150 px	52 WEEKS \$660

2. CHOOSE YOUR DATES:

From: _____ To: _____

Online Advertising www.sdc-arts.org

1. CHOOSE YOUR RATE:

MONTHLY 200 x 200px	4 WEEKS \$200
YEARLY - GET ONE MONTH FREE! 200 x 200 px	52 WEEKS \$2,200

2. CHOOSE YOUR DATES:

Starting: _____

CHOOSE YOUR AD SIZE

Digital Frame Advertising Welcome Desk | 17" Display

1. CHOOSE YOUR RATE:

	1 WEEK
WEEKLY	\$50
	4 WEEKS
MONTHLY- SAVE!	\$195

	52 WEEKS
YEARLY - GET ONE MONTH FREE!	\$2,400

2. CHOOSE YOUR DATES:

Starting _____

Web-Based Advertising www.sdc-arts.org



1. CHOOSE YOUR RATE:

	4 WEEKS
MONTHLY 200 x 200px	\$200
	52 WEEKS
YEARLY - GET ONE MONTH FREE! 200 x 200 px	\$2,200

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 9,000 fans of the page, your post is sure to be seen by an audience who is already interested in Arts Center events!

	1 POST
FACEBOOK POST*	\$45

*Please Note:

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

Event Listing Visit: www.sdc-arts.org/performances/other for listing example

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 on sdc-arts.org.

1 Listing (single date)	\$125
Additional Dates	\$20