

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! 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

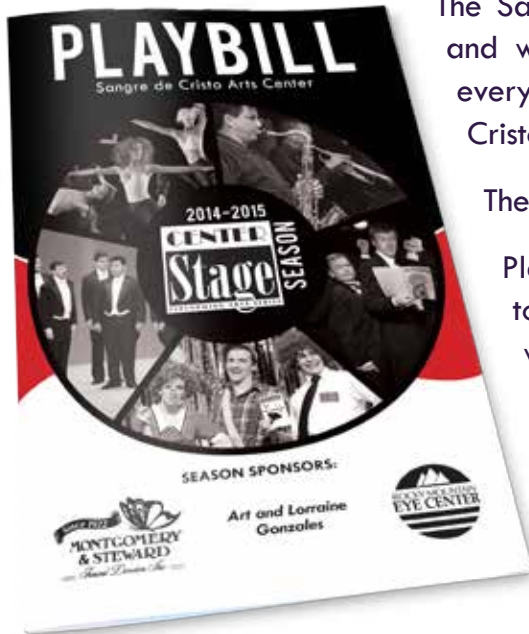
Source: City & Regional  
Magazine Association, 2012

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@sdcc-arts.org](mailto:alyssa@sdcc-arts.org)



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# 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.

**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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### SENDING YOUR FILES

EMAIL FILES UNDER 10 MB: [alysa@sdc-arts.org](mailto:alysa@sdc-arts.org)  
DROP OFF A CD or USB Drive: 210 N Santa Fe Ave  
Pueblo, CO 81003 | Attn: Marketing

## AD CHOICE

### PLAYBILL

**NUTCRACKER PLAYBILL SPECIAL:**  
Advertise in all 5 Nutcracker Ballet Playbills with a full page ad for just \$200!

#### CHOOSE YOUR AD SIZE:

AD RATES	SINGLE ISSUE	SEASON
<b>FULL PAGE</b> 4.5" x 7.5"	<input type="checkbox"/> \$75	<input type="checkbox"/> \$500
<b>3/4 PAGE</b> 4.5" x 5.625"	<input type="checkbox"/> \$55	<input type="checkbox"/> \$425
<b>1/2 PAGE</b> 4.5" x 3.675"	<input type="checkbox"/> \$45	<input type="checkbox"/> \$325
<b>1/4 PAGE (Vertical)</b> 2.1875" x 3.675"	<input type="checkbox"/> \$35	<input type="checkbox"/> \$225
<b>1/4 PAGE (Horizontal)</b> 4.5" x 1.75"	<input type="checkbox"/> \$35	<input type="checkbox"/> \$225

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).



#### 1. CHOOSE YOUR RATE:

<b>WEEKLY</b> 560 x 150 px	<input type="checkbox"/> \$15	<b>1 WEEK</b>
<b>MONTHLY - SAVE!</b> 560 x 150 px	<input type="checkbox"/> \$55	<b>4 WEEKS</b>
<b>YEARLY - GET ONE MONTH FREE!</b> 560 x 150 px	<input type="checkbox"/> \$660	<b>52 WEEKS</b>

#### 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)

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

#### 1. CHOOSE YOUR RATE:

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

#### 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\*

Sizes vary, Ask about options

**1 POST**

\$25

#### \*Please Note:

One (1) Facebook post per event per week  
Maximum three (3) Facebook posts total per event

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.