

Advertising Opportunities at the Festival

Festival-Produced Advertising

Visitors' Guide



Brochure and Website

\$1,300
per listing

100,000 brochures
500,000 web visits

Deadline
January 5

Ashley Starr
starr@bard.org

BROCHURE
Mailed to
existing patrons
and stocked
regionally in
hotels, gas
stations, and
visitors center
brochure racks



Website

WEBSITE
85 percent of
Festival guests
use this site to
plan their visit

Ticket Backs



\$1,500
per advertiser

150,000
printed each year

Deadline
April 1

Kami Paul
kpaul@bard.org
435-586-1970

Maximum
Five Advertisers

Tickets Printed at Home



\$1,000
per advertiser

10,000
printed in 2015

Deadline
April 30

Kami Paul
kpaul@bard.org
435-586-1970

Maximum
Ten Advertisers

Ticket Jackets



\$2,000
per advertiser

Jackets hold all
ticket office tickets

Deadline
March 15

Kami Paul
kpaul@bard.org
435-586-1970

Advertisements
printed on the
paper ticket jacket
that holds each
ticket order

E-Globes



\$500
per advertiser

Bimonthly email
35,000 patrons

Deadline
April 1

Kami Paul
kpaul@bard.org
435-586-1970

Maximum
Twelve Advertisers

Digital Signs



\$500
per advertiser

Onsite electric
signage

Deadline
April 30

Kami Paul
kpaul@bard.org
435-586-1970

Maximum
Ten Advertisers

Packages

GOLD

\$2,800
per advertiser

\$3,300.00
VALUE

Visitors' Guide
Home Tickets
One E-Globe
Digital Signs

SILVER

\$2,100
per advertiser

\$2,300.00
VALUE

Visitors' Guide
One E-Globe
Digital Signs

BRONZE

\$1,600
per advertiser

\$1,800.00
VALUE

Visitors' Guide
One E-Globe

Vendor Advertising

Playbill Ad

Call for Rates

Paula Bell
pbc@infowest.com
801-867-1867

Midsummer Magazine Ad

Call for Rates

Bruce C. Lee
bcllee@me.com
435-590-5217