



**SAVANNAH
MUSIC
FESTIVAL**

30TH FESTIVAL SEASON
MARCH 28-APRIL 13, 2019

Lineup announcement
& tickets on-sale date:
November 9

2019 Advertising Opportunities

Join us as we celebrate our 30th festival season!
Align your brand, attract traffic to your establishment and
play an integral part in supporting the cultural vibrancy of Savannah.

The annual Savannah Music Festival (SMF) attracts an attendance of 30,000 during the 17-day festival with patron surveys showing that up to 30% of festival attendees spend an average of three nights in our city. Every spring, festival patrons with highly desirable demographics fill area lodging establishments and restaurants, frequent attractions, shop locally, and spread the word about their experiences in Savannah to future visitors.

Digital Advertising

WEBSITE LISTING \$750

The SMF website attracts over 20,000 monthly users starting with the season announcement through the end of the festival, and in 2018, 66% of ticket sales were online transactions. Our website is being redesigned now and will be re-launched for the 2019 season.

E-BLAST LISTING \$250/EACH

SMF's mailing list includes 35,000 subscribers and e-blasts have an average open rate of 20%. E-blasts are tailored to highlight advertisers by category, e.g. "Plan your stay" for hotels and inns or "Where to eat and drink" for restaurants and bars.

SOCIAL MEDIA

PRE-FESTIVAL POST \$300/EACH

POST DURING FESTIVAL \$400/EACH

SMF has a solid social media following and posts regularly on the most popular platforms leading up to and during the festival. The content and platform for social media posts are established on an individual basis.

 15,500 Facebook followers

 6,400 Twitter followers

 3,400 Instagram followers

Print Advertising

TICKET BROCHURE LISTING \$300*

With over 20,000 copies distributed starting in November 2018, SMF's ticket brochure is the first look into the 2019 season. This piece allows patrons to plan their full festival experience, and hotel properties are included on the "Plan your stay" map (which also includes festival venues) with a short description provided by the advertiser.

*Only available to hotels, inns, bed and breakfasts, etc.

PROGRAM BOOK ADVERTISING

SMF's 7,500 in-depth program books are distributed to patrons free of charge during the festival (March/April 2019). The publication includes program notes to accompany classical concerts, a detailed venue map and additional information about SMF programs.

Standard run-of-book:

Full page..... \$2,250

1/2 page horizontal... \$1,350

1/2 page vertical..... \$1,350

1/4 page..... \$900

Premium full-page placement:

Back Cover.....\$3,500

Inside Cover (front or back)....\$3,000

Page 1.....\$2,750

Adjacent to TOC.....\$2,500

Program book advertisers receive a 10% discount when combined with another advertisement buy.

PROGRAM BOOK BOOKMARK

\$2,500 (ONLY ONE AVAILABLE)

This piece is inserted into the 7,500 program books distributed daily during the festival (March/April 2019).

TICKET ENVELOPE

\$3,000 (ONLY ONE AVAILABLE)

Reach SMF patrons as they receive their tickets in 5,000 of our custom-printed ticket envelopes featuring your business.