

ADVERTISE WITH WOLF TRAP



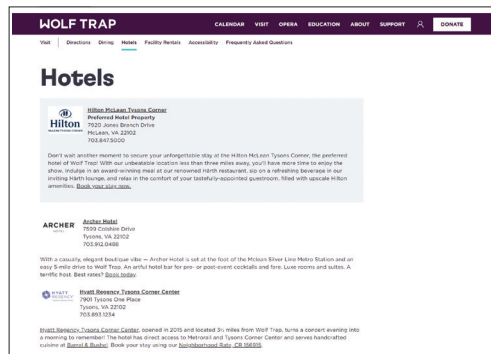


ADVERTISE WITH WOLF TRAP

Half a million patrons visit Wolf Trap's three venues—the Filene Center, The Barns at Wolf Trap, and Children's Theatre-in-the-Woods—annually to experience a diverse lineup of more than 200 world-renowned and up-and-coming artists. Advertising with Wolf Trap provides visibility and connection with this vibrant community of arts lovers.

DIGITAL ADVERTISING

Reach Wolf Trap patrons before, during, and after the show through digital advertising. Patrons use Wolf Trap's official website and e-newsletters to learn about local dining and hotel accommodations that enhance their experience.

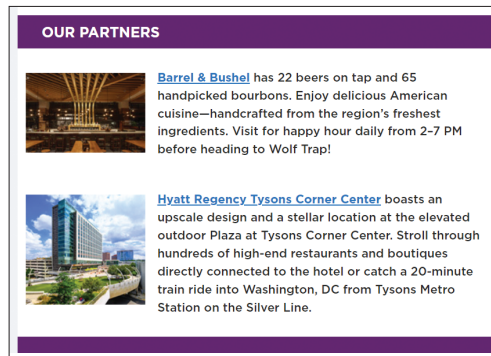


WOLFTRAP.ORG OFFICIAL WEBSITE

The WOLFTRAP.ORG Visit Page provides excellent opportunities to showcase your business to 3 million unique website visitors.

Logo/image + description/offer + link

\$1,000 for 1 year



E-NEWSLETTERS

Wolf Trap's e-newsletters are jam-packed with exciting show announcements, upcoming performance highlights, and in-depth news about Wolf Trap Foundation. E-newsletters are sent out every other Tuesday to an opt-in list of nearly 300,000.

Logo/image + description/offer + link

\$2,500 (per insertion)

BEST VALUE: E-NEWSLETTER + WEBSITE

Listing on WOLFTRAP.ORG for **1 year** + inclusion in **2 Wolf Trap e-newsletters**

\$5,000

WEBSITE & E-NEWSLETTER AD SPECS

- Hi-res logo at 300 DPI
- Acceptable file formats are JPG, EPS, PNG, or GIF
- Description/offer should be 50 words or less

SUBMISSION REQUIREMENTS

Send copy, logo, and click thru link to advertising@wolftrap.org.

PROGRAM BOOK ADVERTISING

Wolf Trap's two program books offer businesses a highly effective and successful marketing opportunity. The *Center Lines* program book is utilized for summer performances at the Filene Center and *Timbre* is available at fall and spring concerts at The Barns.

CENTER LINES

The **summer program** book for the Filene Center at Wolf Trap National Park for the Performing Arts.



REACH

- Reach: 75,000
- Circulation: 30,000
- Venue Capacity: 7,000+

Five-month summer season runs May-September. Print programs are distributed free to all patrons 90 minutes prior to select performances.

RATES

- Outside Back Cover: **\$10,000**
- Full Page: **\$1,600** (per performance)
- Half Page: **\$1,000** (per performance)
- Quarter Page: **\$650** (per performance)

All ads are full color.

PUBLICATION SCHEDULE AND DEADLINES

Printed copies of *Center Lines* are available for select summer performances. Artwork submission deadline is **6 weeks** prior to the performance date.

Contact advertising@wolftrap.org | 703.255.1914 for current publication schedule.

Wolf Trap Corporate Partners receive 20% discount off advertising rates.

TIMBRE

The program book for **fall and spring** performances at The Barns at Wolf Trap.



REACH

- Reach: 50,000
- Circulation: 20,000
- Venue Capacity: 382

Seven-month season runs October-April with approximately 80 performances. Programs are distributed free to all patrons 90 minutes prior to performances.

RATES

Covers (full color):

- Outside Back: **\$10,000**
- Inside Front or Back: **\$9,000**

Insert Pages (black and white):

- Full Page: **\$2,500** (per insertion)
- Half Page: **\$1,900** (per insertion)
- Quarter Page: **\$1,300** (per insertion)

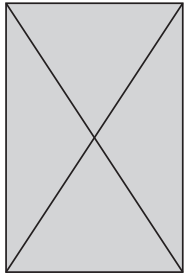
DEADLINES

Space reservation: **August 1**

Art Deadline: **August 15**

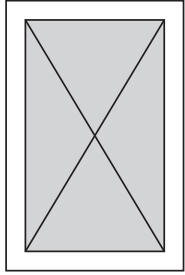
**If interested in year-long program book ads, please contact advertising@wolftrap.org for current rates.*

PROGRAM BOOK AD SPECIFICATIONS



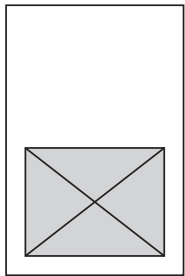
Full Page Bleed

Trim: 5.25" width x 8.25" height
Live Area: 4.75" width x 7.75" height
Bleed: 5.5" width x 8.5" height



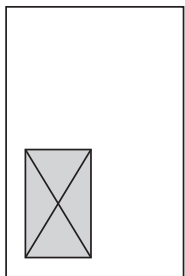
Full Page Non-Bleed

4.5" width x 7.5" height



Half Page

4.5" width x 3.5" height



Quarter Page

2.125" width x 3.5" height

If submitting a black and white ad, please use black only—not rich or process black.

Submit files as a Press-Quality PDF. All images should be high resolution (300 DPI).

**Full page, half page, and quarter page ads may be in black and white or full color depending on which publication is selected*

**Advertisements referencing Wolf Trap must say "Wolf Trap Foundation"*

WOLF TRAP'S AUDIENCE

AGE

18-34: **18%**
35-54: **42%**
55-64: **23%**
65+: **17%**

EMPLOYMENT

Full time: **65%**
Part time: **13%**
Not employed: **22%**

EDUCATION

College Graduate: **64%**
Have a Post Graduate Degree: **40%**

MEDIAN HOUSEHOLD INCOME

\$150,075

RESIDENCE

VA: **59%**
MD: **27%**
DC: **10%**
Other: **4%**

FEMALE

51%

MALE

49%

ETHNIC GROUP

White: **70%**
Black: **17%**
Hispanic: **9%**
Asian: **8%**



The Barns at Wolf Trap

Photos by Carolin Harvey, A.E. Landes Photography, and Scott Suchman.

RESERVE YOUR AD TODAY!
advertising@wolftrap.org | 703.255.1914