



COOPERATIVE MARKETING FEES FOR COMMERCIAL & NON-PROFIT RENTERS*

Free Standard Services:

Website Listing at least 40 days in advance of event

Creation of Suggested Marketing Plan of Clark Center marketing services

Website Video or Audio embed in Event Listing (must supply media)

Poster Display (up to 8.5" x 14") in Window and Lobby Marquee

Rack Card / Flyer / Handbill Distribution in Lobby Rack

Highlighted Article – with Show Graphic - in Thursday's "Upcoming Events" Email one-week prior to the Event

Event Name Listing in Thursday's "Upcoming Events" Email Two weeks Prior to the Event

Listing in the Website Calendar "Event Dropdown" at least 10 days in advance of event

Note: Renter must provide any materials (e.g. images, video, flyers, handbills, posters, and descriptions) used above.

Additional Services Available:

Highlighted Article in Thursday's "Upcoming Events" Email: \$25 /week
(3 weeks maximum)

Facebook Post on Clark Center Facebook Page: \$50 each

Promoted Facebook Post: Actual agreed charge + \$25

Posting to at least Eight Local Website Calendars: \$50

Ad in Season Brochure (Approximately 21K printed): Prices Vary by size/page

Payment & Artwork Due by April 30. July 1 publication date. Contact business office at (805) 489-4196

Clark Center Show Program Ads (approx. 1200 printed per run; five runs printed per season): Prices Vary by size/page

Payment & Artwork Due 3 weeks prior to publication date. Contact business office at (805) 489-4196

Television 30-second Ad Creation \$200 (includes one edit)

Online 15-second Video Ad Creation: \$100 (includes one edit)

(Materials provided by Renter)

Cable Television Ad Time Buying : Agreed Actual Cost + 10% service charge
(\$500 ad cost minimum)

Radio 30-second Ad Creation: \$150.00

(no additional charge if TV commercial audio used without revision)

Radio Ad Time Buying: Agreed Actual Cost + 10% service charge

(\$500 ad cost minimum)



COOPERATIVE MARKETING FEES FOR COMMERCIAL & NON-PROFIT RENTERS*

Additional Services Available (cont.):

Stacked SLO Tribune Ad Inclusion (to be included in Clark Center Print ads): \$ 200 / week

Banner Ad on www.sanluisobispo.com : \$50 / week; 2-week minimum.

Stacked New Times & Sun Times Ad Inclusion (to be included in Clark Center Print ads): \$200 / week (incl. both papers)

Other Print Ad Space Buying: Agreed Actual Cost + 10% service charge

Press Release creation and email to local media contacts: \$150

Targeted Email to at least 250 attendees of similar shows in past 3 years: \$100

Event Postcard Design Fee (Mailing & Printing Costs extra): \$100

Targeted Clark Center Postal Address Mailing List: \$50

Event Poster or Flyer / Handbill Design (printing costs extra): \$100

Flyer / Handbill Insertion in "Show Program": \$50
(Flyers provided by renter)

Digital Saver Package: *****

Inclusion in 3 weekly email blasts (\$50 value)

One Targeted Email to Ticket Buyers of Similar Shows (\$100 value)

PR Release to local media (\$150 value)

Two \$50 Promoted Posts on Facebook (\$125 value)

Adding to Local Community Calendars (\$50 value)

Total Value = \$475: **Your Cost \$250** (Save \$225)