

COOPERATIVE MARKETING FEES FOR COMMERCIAL & NON-PROFIT RENTERS

Free Services Included with Rental:

Website Listing at least 40 days in advance of event

Creation of Suggested Marketing Plan of Clark Center marketing services (upon request)

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

Poster Display in Window and Lobby Marquee

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 additional weeks Prior to the Event

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

Note: Renter must provide 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 25K printed): Prices Vary by size/page

Payment & Artwork Due by May 24. July 1 publication date.

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.

Television 30-second Ad Creation \$200.00 (includes one edit)

Online Pre-roll 15-second Video Ad Creation: \$150 (includes one edit)

Combo 30-second & 15 second Video ad creation, for same performance: \$300.00

(Materials provided by Renter)

Cable / Network Television Ad Time Buying : Agreed Actual Cost + 10% service charge

(\$500 ad cost minimum at Clark Center rate)

Radio 30-second Ad Creation: \$150.00

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

Radio Ad / NPR Station Promo Mention Buying: Agreed Actual Cost + 10% service charge

(\$500 ad cost minimum)

Additional Services Available (cont.):

Stacked SLO Tribune Ad Inclusion (to be included in Clark Center Color Print ads): \$150 /week (when available)

Stacked New Times & Sun Times Ad Inclusion (to be included in Clark Center Color Print ads): \$200 / week (when available)

Ability to buy color ads specific to show through the Clark Center in Local Newspapers at discounted rate:

- SLO Tribune: 3x5 = \$250 , 3x10 = \$ 450
- New Times: ½ page (Vert): = \$420
- Santa Maria Sun: 1/4 page (Vert) = \$180.

Pre-roll 15 second video on local news site “SanLuisObispo.com”: \$25cpm; \$250 minimum (10K impressions)

Creation of Print ads for Tribune / New Times / Sana Maria Sun: \$100.00

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

Press Release creation and email to local media contacts: \$150.00

Targeted Email to at least 250 attendees of similar shows in past 3 years: \$100.00

Event Postcard Design Fee (Mailing & Printing Costs extra): \$100.00

Targeted Clark Center Postal Address Mailing List (good for one mailing): \$100.00

Event Poster or Flyer / Handbill Design (printing costs extra): \$100.00

Flyer / Handbill Insertion in Clark Center sponsored “Show Program” of your choice: \$50.00
(Flyers provided by renter)

Digital Saver Package - \$250

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

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

Additional Targeted Email to Ticket Buyers of Similar Shows, if more than 100 unsold seats 5 days before show

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)