



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
 - One Free Facebook Post on our Clark Center's page
- 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 (after the first free listing)
- Promoted Facebook Post: Actual agreed charge + \$25
- Posting to at least Eight Local Website Calendars: \$50
- Ad in Season Brochure about May 24. July 1 publication date. (2021 dates are different - TBD)
- Clark Center Show Program Ads (approx. 1600 printed per run; four 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 Santa Maria Times Ad Inclusion (to be included in Clark Center Color Print ads): \$100 /week (when available)

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

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 1000 attendees of similar shows in past 5 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)

\$100 in Promoted Post(s) on Facebook (\$125 value)

Adding to Local Community Calendars (\$50 value)