

Quilt, Craft & Sewing Festivals

Platinum Partner Marketing Package Spec Sheet

What We Need from You Each Year Before Nov. 15th:

1. A High-Resolution Color Logo for use on all direct mail pieces, e-mail campaigns, admission coupons, quiltcraftsew.com website, social media ads, and exclusive entrance signage at all Rusty Barn shows: 300 dpi minimum or .eps version for best quality.

2. A High-Resolution Color Image (such as a machine or product) for use in all e-mail campaigns, quiltcraftsew.com website, social media signs, and exclusive entrance signage at all Rusty Barn shows: 300 dpi minimum or .eps version for best quality.

3. Exclusive E-Mail Campaign Design File to be sent on the date of your choosing, to all 151,000 emails on our list. The design should be 600 pixels wide by up to 3,000 pixels high. Images should not exceed 90 kb per image. Design your email to be "in line code." Send us the code file or a link to the online file. Also indicate the date you would like the email campaign to hit inboxes when you send us the file.

4. Half-Page Color Ad for placement in the Online Show Program on quiltcraftsew.com for all shows. Ad should be horizontal at 8.5" wide x 5.5" high. It must be at least 300 dpi for best quality. Please send one of the below file types:

PDF (CMYK, press quality), EPS (CMYK, fonts outlined), TIF or PSD (CMKY). NOTE: Publisher, Microsoft Word, or other layout program ads must be sent as PDF files.

5. Retractable Upright Sign Design File for use in the main entrance of all Rusty Barn shows: 36" wide x 78" tall (with nothing important being in the 1" border location or in the bottom 10"). The printer recommends a minimum of 100 pixels/inch (more is preferable). Please don't put a booth # on this. It will be used at consecutive shows. More info here: www.banners.com/banner-stands/retractors/retractor-lite-36

6. Horizontal Banner Design File for use near the main entrance of all Rusty Barn shows: 72.5" wide x 48.5" tall including a quarter-inch bleed. Quality 300 dpi minimum or .eps version.

7. BONUS! Boosted Social Media Ad for a one-time post on "Quilt, Craft & Sewing Festival" Facebook page, which has 65,000 followers! Please provide: 1) Four images with minimal to no words in each image, (one landscape orientation with three portrait orientations or three landscape orientation with one portrait orientation). These should be a minimum 800px wide at 72dpi (11") or larger. 2) Wording you want to appear above the images (100 words or less). Be sure to include a web url for viewers to click on. 3) Approximate date in 2020 you'd like the ad posted.

Platinum Package – \$15,000 (duration 12 months):

INCLUDED IN THE ANNUAL PLATINUM MARKETING PACKAGE

- **Logo recognition on all direct mail pieces** for all Rusty Barn shows (average of 45,000 targeted mailing addresses sent out for all 14 shows for a total of 630,000 postcards)
- **Logo recognition on all promotional coupons** for each of the 14 shows in local fabric / quilting / craft stores (average of 55,000 in each area for a total of 770,000 coupons)
- **Logo recognition on all e-mail campaigns** (approx. 20,000 targeted e-mails sent six times per show for all 14 shows totaling 1,680,000 impressions)
- **One exclusive e-mail campaign** at a scheduled time of your choosing (102,000 targeted e-mails with an average open rate of 51%)
- **Logo recognition on www.quiltcraftsew.com** (345,000+ unique visitors to the website per year, of which 69% are direct traffic from printed mailers and coupons)
- **Logo appears on the Rusty Barn Facebook page** (nearly 65,000 followers and growing by 1,000 monthly—recent posts have reached as many as 190,000 people)
- **Half-page color ad in online show program and logo recognition in show program** (14 shows)
- **Logo recognition on exclusive signage at main entrance** (14 shows)
- **Logo recognition in e-mail marketing campaigns** sent out about Rusty Barn shows (102,000 targeted emails with nearly 51% open rate for all 12 shows)

Send items to: rustybarn1@aol.com | (801) 463-1200

Design questions can be directed to Mindy Kirton, mindy@blackrockcanyon.com

www.quiltcraftsew.com

Quilt, Craft & Sewing Festivals are produced by the Rusty Barn Promotion Group Inc.