

Quilt, Craft & Sewing Festivals

Platinum Partner Benefit Information

What We Need From You:

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

2. Exclusive E-Mail Campaign Design File to be sent on the date of your choosing, to all 133,000+ 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.

3. 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 (Illustrator, CMYK, fonts outlined)
- TIF or PSD (CMKY)
- Publisher, Microsoft Word, or other layout program ads must be sent as PDF files



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

Platinum Package – \$15,000

INCLUDED IN THE ANNUAL PLATINUM MARKETING PACKAGE (duration 12 months):

- **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 (50,000 - 100,000 in each area)
- **Logo recognition on all e-mail campaigns** (approx. 25,000 targeted e-mails sent five times per show for all 14 shows totaling 1,750,000 impressions)
- **One exclusive e-mail campaign** at a scheduled time of your choosing (135,348 targeted e-mails with an average open rate of 21%)
- **Logo recognition on all Rusty Barn e-mail campaigns through FW Media** (average of 9,500 e-mails sent out for all 14 shows totaling 133,000 impressions with an average open rate of 25%)
- **Logo recognition on www.quiltcraftsew.com** (245,000 unique visitors to the website per year, of which 69% are direct traffic from printed mailers and coupons)
- **Logo recognition on the Rusty Barn Facebook page** (nearly 60,000 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 printed show program** for all 14 shows
- **Logo recognition on exclusive signage at main entrance** for all 14 shows

www.quiltcraftsew.com

Send items to:

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