



76TH ANNUAL FESTIVAL OF HOUSES AND GARDENS MARCH 15—APRIL 16, 2023 PROMOTIONAL ADVERTISING KIT PRINT SPECIFICATIONS AND CONTRACT BROCHURE DEADLINE: AUGUST 22, 2022

We invite you to join us as a valued advertiser for the Festival of Houses & Gardens brochure and program. The Festival is widely recognized as Charleston’s premier spring event. Set amid the ambience of the city’s historic district, the Festival draws strong attendance from across the country and around the world. This series of award-winning tours and special events supports Historic Charleston’s Foundation vital mission and showcases the best Charleston has to offer.

- Attracts approximately 15,000 visitors to Charleston each year
- 83% of Festival attendees are from outside of the Charleston area
- 36% of annual attendees plan to return the following year
- 54% of attendees have an annual income of \$125,000 or higher

MARKETING BROCHURE: DISTRIBUTED TO THOUSANDS OF POTENTIAL VISITORS

Contract & Artwork Deadline: **August 22, 2022**

This full-color publication helps guests plan their trips to Charleston. 90,000 brochures will be distributed locally, nationally and internationally beginning November 1, 2022.

- Full Panel Display Ad: \$2,000
- Half Panel Display Ad: \$1,200
- Text Listing: \$450 (add a listing for site at same address, i.e. cafe in hotel: +\$250)

All print ads and text listings include a complimentary website listing through September 2023.

TOUR / EVENT PROGRAM: DISTRIBUTED TO ALL FESTIVAL ATTENDEES

Contract & Artwork Deadline: **February 1, 2023**

This full-color keepsake is distributed to the 15,000 Festival attendees in Charleston beginning March 13, 2023.

- Full Panel Display Ad: \$1,800
- Half Panel Display Ad: \$1,000
- Text Listing: \$450 (add a listing for site at same address, i.e. cafe in hotel: +\$250)

All print ads and text listings include a complimentary website listing through September 2023.

BEST DEAL! BROCHURE AND PROGRAM COMBO:

Receive the most for your money by becoming a promotional sponsor in the fall brochure **and** spring program.

- Full Panel Display Ad: \$3,000
- Half Panel Display Ad: \$2,000

Same ad will be used in both publications.

76TH ANNUAL FESTIVAL OF HOUSES AND GARDENS, MARCH 15—APRIL 16, 2023 PROMOTIONAL ADVERTISING KIT (PAGE 2)

TERMS OF CONTRACT AGREEMENT:

- No refunds for cancellations 15 days past contract deadlines.
- HCF has sole discretion on placement of ads in all of its publications and on website.
- HCF reserves the right to edit for length and consistency
- Invoices will be sent after materials are published.

Contract and artwork/copy deadlines:

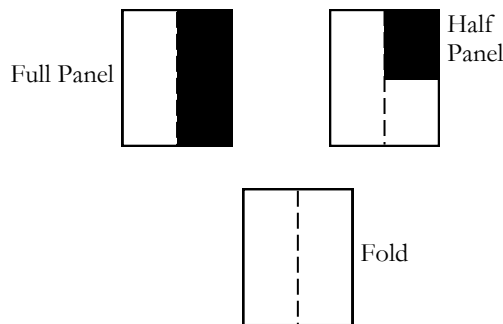
- Fall Festival Brochure (and Combo): August 22, 2022
- Spring Festival Program: February 1, 2023
- Website listings are accepted on an ongoing basis.

ARTWORK SPECIFICATIONS:

- File format: Hi-Resolution PDF, print ready
- Display Ads must contain files specified as CMYK
- Images must be 300 dpi or higher
- Images increased from 72 dpi to a higher resolution or dpi will not be accepted.
- All Display Ads must include a 1/8" bleed.

Sizes are as follows:

- Full Panel: 3.625 x 8.375" (trim: 3.5 x 8.25")
- Half Panel: 3.625 x 4.125" (trim: 3.5 x 4")



TEXT LISTING SPECIFICATIONS:

- Business name, street address, phone number, website or email address, and 50 word max. description should be submitted in a Word document.

COMPLIMENTARY WEBSITE LISTING SPECIFICATIONS:

- Business name, street address, phone number, website or email address, 50 word max. description, and hyperlink should be submitted in a Word document.
- Thumbnail image of logo, at least 125 x 125 pixels.
File format: jpeg/jpg or png

RESERVE YOUR SPOT TODAY!

SUBMIT CONTRACT, MATERIALS & QUESTIONS:

Historic Charleston Foundation

Attn: Blair Phillips

40 East Bay Street

Charleston, SC 29401

Phone: 843.722.1149

Email: BPhillips@HistoricCharleston.org



**HISTORIC CHARLESTON
FOUNDATION**

**76TH ANNUAL FESTIVAL OF HOUSES AND GARDENS
MARCH 15—APRIL 16, 2023
PROMOTIONAL ADVERTISING CONTRACT**

CONTRACT DEADLINES:

- Fall Brochure (and Combo): August 22, 2022
- Spring Program: February 1, 2023
- Website listings are accepted on an ongoing basis

CONTACT INFORMATION:

Business: _____

Contact: _____

Billing Address: _____

City: _____

State/Zip: _____

Phone: _____

Email: _____

FALL BROCHURE ONLY:

- Full Panel: \$2,000
- Half Panel: \$1,200
- Text Listing: \$450
- Additional Site Listing: \$250

SPRING PROGRAM ONLY:

- Full Panel: \$1,800
- Half Panel: \$1,000
- Text Listing: \$450
- Additional Site Listing: \$250

BEST DEAL — A COMBO PACKAGE!

FALL BROCHURE & SPRING PROGRAM:

- Full Panel: \$3,000
- Half Panel: \$2,000
- Text Listing: \$850
- Additional Site Listing: \$400

ENHANCED WEBSITE LISTING:

- Photo Included with Online Listing: \$150

TOTAL: \$ _____

SIGNATURE: _____ DATE: _____

SUBMIT CONTRACT AND MATERIALS TO:

Historic Charleston Foundation
 Attn: Blair Phillips
 40 East Bay Street
 Charleston, SC 29401
 843.722.1149
 BPhillips@HistoricCharleston.org