

# ADVERTISE WITH WOLF TRAP



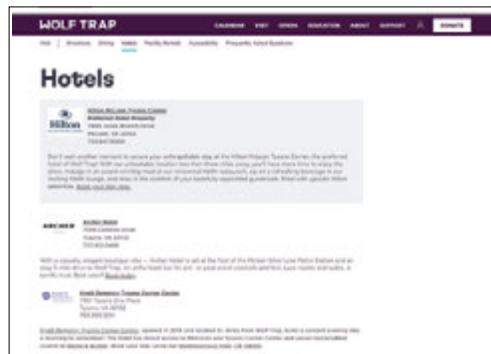


# ADVERTISE WITH WOLF TRAP

Half a million patrons visit Wolf Trap’s three venues—the Filene Center, The Barns at Wolf Trap, and Children’s Theatre-in-the-Woods—annually to experience a diverse lineup of more than 100 world-renowned and up-and-coming artists. Advertising with Wolf Trap provides visibility and connection with this vibrant community of arts lovers.

## DIGITAL ADVERTISING

Reach Wolf Trap patrons before, during, and after the show through digital advertising. Patrons use Wolf Trap’s official website and e-newsletters to learn about local dining options and hotel accommodations that enhance their experience.

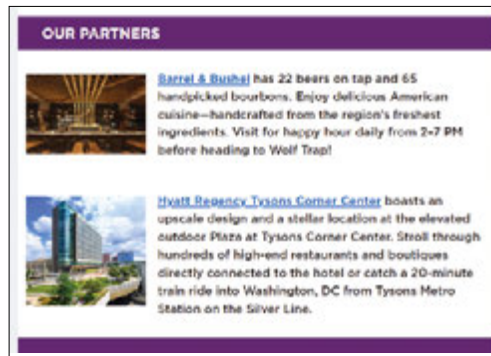


### WOLFTRAP.ORG OFFICIAL WEBSITE

The WOLFTRAP.ORG Visit Page provides excellent opportunities to showcase your business to 2.1 million unique website visitors.

Logo/image + description/offer + link

**\$1,000 for 1 year**



### E-NEWSLETTERS

Wolf Trap’s e-newsletters are jam-packed with exciting show announcements, upcoming performance highlights, and in-depth news about Wolf Trap Foundation. E-newsletters are sent out every other Tuesday to an opt-in list of over 190,000.

Logo/image + description/offer + link

**\$1,750 (per insertion)**

### BEST VALUE: E-NEWSLETTER + WEBSITE

Listing on WOLFTRAP.ORG for **1 year** + inclusion in **2 Wolf Trap e-newsletters**

**\$4,500**

### WEBSITE & E-NEWSLETTER AD SPECS

- Hi-res logo at 300 DPI
- Acceptable file formats are JPG, EPS, PNG, or GIF
- Description/offer should be 50 words or less

### SUBMISSION REQUIREMENTS

Send copy, logo, and click thru link to [advertising@wolftrap.org](mailto:advertising@wolftrap.org).



# PROGRAM BOOK ADVERTISING

With Wolf Trap's two program books—*Center Lines* for summer performances at the Filene Center and *Timbre* for shows at The Barns—businesses have found one of their most effective and successful marketing investments.

## CENTER LINES

The **summer program** book for the Filene Center at Wolf Trap National Park for the Performing Arts.



### REACH

- Reach: 108,000
- Circulation: 43,100
- Venue Capacity: 7,000+

Five-month summer season runs May-September. Print programs are distributed free to all patrons 90 minutes prior to select performances.

### RATES

Outside Back Cover: **\$12,000**

Full Page: **\$1,600** (per insertion)

Half Page: **\$1,000** (per insertion)

Quarter Page: **\$650** (per insertion)

All ads are full color.

### PUBLICATION SCHEDULE AND DEADLINES

Printed copies of *Center Lines* are available for select summer performances. Artwork submission deadline is **6 weeks** prior to the performance date.

Contact [advertising@wolftrap.org](mailto:advertising@wolftrap.org) | 703.255.1914 for current publication schedule.

## TIMBRE

The program book for **fall and spring** performances at The Barns at Wolf Trap.



### REACH

- Reach: 43,000
- Circulation: 17,330
- Venue Capacity: 382

Eight-month season runs October-May with approximately 80 performances. Programs are distributed free to all patrons 90 minutes prior to performances.

### RATES

Covers (full color):

- Outside Back: **\$10,000**
- Inside Front or Back: **\$9,000**

Full Page (black and white): **\$2,500**

Half Page (black and white): **\$1,900**

Quarter Page (black and white): **\$1,300**

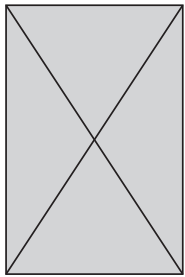
### DEADLINES

Space reservation: **August 1**

Art Deadline: **August 15**

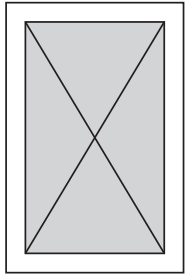
*\*If interested in year-long program book ads, please contact [advertising@wolftrap.org](mailto:advertising@wolftrap.org) for current rates.*

# PROGRAM BOOK AD SPECIFICATIONS



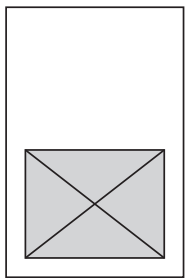
## Full Page Bleed

Trim: 5.25" width x 8.25" height  
Live Area: 4.75" width x 7.75" height  
Bleed: 5.5" width x 8.5" height



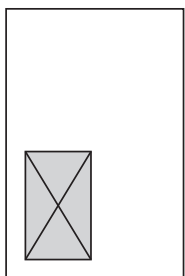
## Full Page Non-Bleed

4.5" width x 7.5" height



## Half Page

4.5" width x 3.5" height



## Quarter Page

2.125" width x 3.5" height

If submitting a black and white ad, please use black only—not rich or process black.

Submit files as a Press-Quality PDF. All images should be high resolution (300 DPI).

*\*Full page, half page, and quarter page ads may be in black and white or full color depending on which publication is selected*

*\*Advertisements referencing Wolf Trap must say "Wolf Trap Foundation"*

# WOLF TRAP'S AUDIENCE

## AGE

18-34: **18%**  
35-54: **42%**  
55-64: **23%**  
65+: **17%**

## EMPLOYMENT

Full time: **65%**  
Part time: **13%**  
Not employed: **22%**

## EDUCATION

College Graduate: **64%**  
Have a Post Graduate Degree: **40%**

## MEDIAN HOUSEHOLD INCOME

**\$150,075**

## RESIDENCE

VA: **59%**  
MD: **27%**  
DC: **10%**  
Other: **4%**

## FEMALE

**51%**

## MALE

**49%**

## ETHNIC GROUP

White: **70%**  
Black: **17%**  
Hispanic: **9%**  
Asian: **8%**



The Barns at Wolf Trap

Photos by Carolin Harvey, A.E.Landes Photography, and Scott Suchman.

**RESERVE YOUR AD TODAY!**  
[advertising@wolftrap.org](mailto:advertising@wolftrap.org) | 703.255.1914