



FrontGateSM

Your Gateway to the Christian AudienceSM

SPIRIT WEST COAST: FESTIVAL AND DIRECT EMAIL



Spirit West Coast is one of the most celebrated, veteran Christian festival events in the United States. Every summer their two festival locations welcome 90,000 accumulative attendees through the gates (15,000 per day, per festival x three days.)

SWC offers on-site festival advertising as well as year round direct email to their database of 50,000+ subscribers AND/OR traditional direct mail, providing you with one time use of their mailing list.

2008 Dates:

Del Mar: May 23 – 25th

Monterey: July 31st – Aug 2nd

YEAR ROUND DIRECT EMAIL

Directly reach 50,000+ opt-in subscribers from SWC music festival and concert attendance with your message.

SWC only sends two emails a month, which keeps it very exclusive. This has proven to be a very responsive list which World Vision has confirmed by naming it the # 1 most responsive email list in the Christian marketplace.

50,000+ subscribers
\$1950.00

Contact your FrontGate Media Representative

949.429.1000

www.FrontGateMedia.com



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YEAR ROUND DIRECT MAIL

Spirit Coast Direct email directly connects you to the homes of over 40,000 individuals from Christian music concert and festival attendance made up of active Christians including families and youth groups.

- 40,000 homes
- One time usage
- SWC must approve the piece

Total: \$3600

We can provide you with the list with one day turnaround.

JUMBOTRON

Your 60 second video commercial or billboard ad will be shown once a day for all three days of the festival to a captive audience before or after the headliners at the main stage area giving you 45,000+ impressions each festival.

Prime Time (7-9pm) Just before nightly headliners:

- Shown three times, once a day for three days
- \$1425.00 per festival

Evening (4-7pm, 10pm) Before the second headliners and after the headliner:

- Shown three times, once a day for three days
- \$1125.00 per festival

Day (11am-4pm) Before and after the noon shows and at the 4pm shows:

- Shown three times, once a day for three days
- \$845.00 per festival

This is one of the most powerful ways to ensure your message is seen and absorbed: to have King Kong sized screens light up with your commercial, video blazing and audio blaring over the massive sound system in front of tens of thousands of people who have nothing else to do while they wait for the headlining artists/speakers.

You can direct these audiences either onsite to your booth to enter a giveaway or to surf to your web site on their cell phone or text to your text message center.

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BIBLE SPONSORSHIP – Official Bible of Spirit West Coast
See separate PDF available at FrontGateMedia.com

EVENT PROGRAM

This is the guide to each day of the festival seen by all attendees of the festival. Your ad will be seen consistently for all three days of each event.

SINGLE RATE: ONE FESTIVAL

30,000 circulation
Full Page Ad: \$960.00
Half Page Ad: \$580.00

DOUBLE RATE: BOTH FESTIVALS

60,000 circulation
Full Page Ad: \$1,060.00
Half Page Ad: \$1,740.00
