



SPIRIT WEST COAST FESTIVAL, DIRECT EMAIL & NEWSLETTER

Spirit West Coast is one of the most celebrated, veteran Christian festival events in the United States. Every summer their two festival locations welcome 60,000 accumulative attendees through the gates (10,000 per day, per festival x three days.)

SWC offers on-site festival advertising as well as **year-round direct email** to their database of 65,000+ subscribers AND/OR **traditional direct mail**, providing you with one time use of their mailing list.

2010 Dates:

Del Mar: May 28 – 30

Monterey: July 1 – 3



Year Round Direct Email - Available Entire Year

Directly reach 65,000+ 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.

65,000+ subscribers
\$1,950.00

To book, contact FGM at Courtney@FrontGateMedia.com, or call us at **949.429.1000**.

Contact your FrontGate Media Representative • **949.429.1000** • www.FrontGateMedia.com



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 available
- One time usage
- SWC must approve the piece

Total: \$3,600

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

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Custom Sponsorships

Each campaign is custom built to fit your message, budget and return goals. Each package gives you a tremendous voice to a large and loyal niche market.

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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 30,000+ impressions each festival. There are two screens at main stage in Monterey, and two in Del Mar. Rates listed are for 60 second spots.

Reach audiences at both festivals or a single location.

Ask us about our text message packages!

Evening/Prime Time (5-9pm) Just before nightly headliners:

- \$450 per slot per festival
- Triple play: \$1,350 per festival (shown three times, once a day for three days)

Day/Best Available (11am-5pm) Before and after the noon shows and at the 4pm shows:

- \$325 per slot per festival
- Triple play: \$975.00 per festival (shown three times, once a day for three days)

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This is one of the most powerful ways to ensure your message is seen and absorbed. King-Kong sized screens light up with your commercial with audio blaring over the massive sound system to reach a captive audience of ten thousand plus people.

You can direct viewers to visit your onsite booth to enter a giveaway, to surf to your web site on their cell phones or to text to your text message carrier.

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BIBLE SPONSORSHIP — Official Bible of Spirit West Coast

Extensive promotion as the Official Bible for the events. See separate PDF available.

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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.

Two-issue Circulation is 30,000

TWO-ISSUE RATES

4-COLOR available on some pages.

Spot color on all other pages.

Spirit West Coast reserves the right to refuse advertisements.

Full page	\$ 1,750.00
Half page	\$ 990.00
1/4 page.....	\$ 540.00
1/8 page.....	\$ 290.00

Please inquire if you would like to advertise at just one location.

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Specifications:

Full page: 5 x 8 live area

Half page: 2 3/16 x 8 live area, vertical
5 x 3 11/16 live area, horizontal

1/4 page: 2 1/8 x 3 11/16 live area

1/8 page: 2 1/8 x 1 27/32 live area



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