





10 DAYS.

OVER A DOZEN PORTLAND THEATER COMPANIES.

OVER 20 WORLD PREMIERE PROJECTS.

5,000 OPPORTUNITIES TO GROW YOUR CUSTOMER BASE.

WHAT IS FERTILE GROUND? Fertile Ground is a city-wide festival of World Premiere performances that will bring together over a dozen local arts groups (including Portland Center Stage, Artists Rep, NW Children's Theater and many more) for a 10-day celebration of the creativity and innovation that make Portland unique, **January 23 to February 2, 2010.**

The core audience for the festival will be Portland arts patrons and **Seattle, Bend** and **Eugene** residents traveling to Portland to experience the festival and explore the delights of Portland's restaurants, bars and shopping before and after their festival events. The festival is **collaborating with Travel Portland** to raise Portland's visibility during one of the toughest tourist seasons of the year.

THE WHERE TO GO WHAT TO DO GUIDE. 5,000 Festival Guides will be distributed to Festival Goers and Festival Pass Holders. The guide will serve as their core resource for the ten days of the festival, helping festival-goers plan their festival experience and decide where to eat and drink before and after their shows. The centerpiece of the guide will be a pull out venue map identifying each show venue and its nearby businesses. Your advertisement in the Guide will reach potential customers right as they are planning their evenings, dramatically increasing the likelihood that they will patronize your business while they are in the neighborhood. **Deadline to reserve advertising space: November 1.**

TOP 5 REASONS TO MAKE SURE YOU'RE IN THE GUIDE

- 1. It's a hard season for hospitality in Portland.** Hotel beds are empty, restaurants are doing light business and retail outlets are watching customers walk by. You could **use** the extra business. The Festival will bring tourists from all over the region with appetites to burn, money in their pockets and a desire to experience the best of what Portland has to offer. Your highly targeted offer in the Festival Guide will ensure more of that money (and those reservations and after hours conversations) will end up in your till.
- 2. There's never been an easier way to get in front of so MANY different performing arts audiences.** When else will you get to share your message with patrons from Portland Center Stage, Artists Repertory Theatre, NW Children's Theater and the edgy hip companies populating Hawthorne and Belmont all at once? Plus, unlike the Oregonian or the WW you are reaching patrons who have already made an active plan to be in your neighborhood, eating drinking and shopping during the festival.
- 3. Patronage is habit forming.** If they learn to love you during the festival, they'll stay with you long after the festival has ended. The most common thing we hear from theater patrons when we point them to a new theater or restaurant? Gosh, I had no idea this was here!!
- 4. Performing Arts inspires discussion.** Discussions need drinks and a cozy place to develop. Your pre- and post- show business could increase dramatically. But only if they know you're open and in easy walking distance.
- 5. These people are your future best customers.** Theatergoers are by definition affluent, educated, and active. They spend money out in the world, not at home on their couch. And they're loyal- many of them maintain lifelong relationships with their favorite institutions. Just the kind of customers you need more of.

YOUR ADVERTISING OPTIONS [FOR RESTAURANTS/BARS/BUSINESSES]:

Venue Map Listing

This gets your business located on the venue map, with your name, address, hours and contact info included in the listings on the outside edges of the map. Required: A special offer of your choice to Festival Pass Holders and Button holders. **Cost: \$150**

Display Ad

All display ads come with a complimentary listing with **live link** on the Fertile Ground website, plus the inclusion of your targeted offer in one **email to our 3,000 name Festival email list**. This three step promotion (in the guide, on the site, and in the email) ensures that your business will stay top of mind for our festival-goers throughout the festival.

Size Options:



Ad Size	Ad Dimensions	Color
Back Cover	8.625" x 11.25" (includes Bleed)	\$1080
Inside Cover	8" x 10.5"	\$747
Full Page	8" x 10.5"	\$657
2/3 Page	4.87" x 10"	\$518
1/2 Page	H 7.50" x 4.87"	\$459
	V 4.87" x 7.37"	\$459
1/3 Page Sq	H 4.87" x 4.87"	\$360
	V 2.25" x 10"	\$360
1/6 Page	H 4.87" x 2.37"	\$279
	V 2.25" x 4.87"	\$279
1/12 Page	2.23" x 2.37"	\$180

YOUR ADVERTISING OPTIONS [FOR PERFORMING ARTS COMPANIES]:

Festival Participant Options

Basic Listing

Your basic event listing is 150 words including your performance dates and times and box office contact information. The same listing appears in the Guide and on the website. **Cost: Included in your festival registration.**

Enhanced Listing

Gives you room to breathe with 300 words to describe your project, venue and dates, plus a company logo next to your listing and a photo included in the guide. **Cost: \$150**

Display Ad

All display ads include a special mention and description of your project in the weekly emails sent out to the 3,000 name Festival Email list. The email includes a live link to your website. This ensures your event will stay top of mind for festival-goers planning their Fertile Ground experience.

Size Options



Ad Size	Ad Dimensions	Color
Back Cover	8.625" x 11.25" (includes Bleed)	\$875
Inside Cover	8" x 10.5"	\$606
Full Page	8" x 10.5"	\$533
2/3 Page	4.87" x 10"	\$421
1/2 Page	H 7.50" x 4.87"	\$373
	V 4.87" x 7.37"	\$373
1/3 Page Sq	H 4.87" x 4.87"	\$292
	V 2.25" x 10"	\$292
1/6 Page	H 4.87" x 2.37"	\$227
	V 2.25" x 4.87"	\$227

Performances We Recommend:

Arts Organizations with other events running current with the festival can purchase space in our Performances We Recommend section. This section will highlight non-world premiere performances taking place during the festival or coming soon, encouraging these highly motivated theatergoers to expand their experience beyond the reach of the festival.

Basic Listing

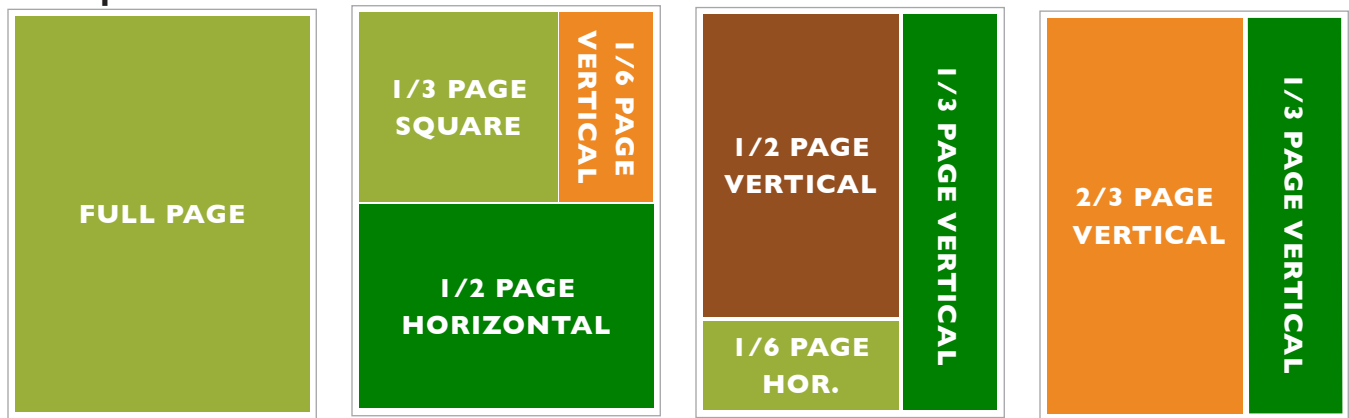
100 words including contact info, venue and performance dates. **Cost: \$150**

Enhanced Listing

200 words plus logo and photo about your production **Cost: \$250**

Display Ads

Size Options



Ad Size	Ad Dimensions	Color
Back Cover	8.625" x 11.25" (includes Bleed)	\$972
Inside Cover	8" x 10.5"	\$673
Full Page	8" x 10.5"	\$592
2/3 Page	4.87" x 10"	\$467
1/2 Page	H 7.50" x 4.87"	\$414
	V 4.87" x 7.37"	\$414
1/3 Page Sq	H 4.87" x 4.87"	\$324
	V 2.25" x 10"	\$324
1/6 Page	H 4.87" x 2.37"	\$252
	V 2.25" x 4.87"	\$252