



2010 ONLINE VISITORS' GUIDE

Advertising Opportunities and Rates

February 19 to October 31

1935 -2010

75
YEARS

Celebrating OSF's 75th anniversary season

www.osfashland.org

Reach Our Patrons

Celebrating its 75th anniversary, the Tony Award-winning Oregon Shakespeare Festival, located in Ashland, Oregon, was established in 1935. OSF is one of the oldest and largest professional repertory theatre companies in the United States. The 2010 season begins in February and will run through October 31, 2010. OSF will stage 766 performances of 11 plays—four by Shakespeare and seven by classic and contemporary playwrights—in rotating repertory in three theatres. We anticipate approximately 400,000 ticket holders will pass through these doors in 2010!

About the Online Visitors' Guide

OSF patrons are increasingly using the internet to plan their Ashland trips and buy their tickets. You can reach our online patrons by advertising in our online Visitors' Guide.

Audience Profile

- 87% travel more than 150 miles to attend the Festival
- 92% travel by car
- Average stay is 3.4 nights
- Average number of plays seen is 4.2
- \$95,000 is the median family income
- Average expenditure per day is \$125 per person
- 58 is the median average age
- 20% of the audience comes as part of a group (student and adult)
- 58% have done graduate study
- The total economic impact of the Festival in 2008 was over \$168 million
- In 2009, 48% of OSF ticket revenue came through our website
- From November 1, 2008 – September 1, 2009, OSF averaged over 870 web visits per day to the online Visitors' Guide.

Rates

Our “Online Year” runs from November 1 – October 31.

Standard listings are \$500 for the year, and \$200 from June-October.

Premium listings, with a live link to your site and a logo, cost \$750 for the year and \$300 from June-October. See Mechanical Requirements for submission specifications.

Website Submissions: Mechanical Requirements

Standard Listing: Up to 40 words regarding your business. Include address, phone number and web address*.

Premium Listing: (Live Link)

- Logo or Business Image: 150 pixels wide in jpeg form (72 dpi)
- Text: Up to 40 words about your business. Include address, phone number and web address*.
- Linking URL

For more information and assistance:

Call Kevin Bendaw

(541) 482-2111 ext. 387

Or email

kevinbe@osfashland.org

Or write OSF

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*Not included in 40-word count.