



## 2 0 1 0 M E D I A K I T

# Southeastern Wildlife Exposition Directory



The Southeastern Wildlife Exposition Directory is the exclusive event magazine for annual festival attendees in February. The directory includes a detailed schedule of all activities as well as information on local attractions and is used as a reference throughout the weekend. Most keep the annual publication as a souvenir and use it as a resource when planning return visits to Charleston. This translates to maximum exposure for your business.

SEWE's 35,000 attendees, both locals and visitors, give a huge boost to area businesses at a time that is traditionally the slowest in the Lowcountry market. This year, SEWE needs your support more than ever and in response to the recent economic downturn, we have **significantly reduced ad rates**. Advertising in SEWE's annual publication will be mutually beneficial to both your business and the entire region.

## Q U I C K F A C T S

- Average SEWE attendance: 35,000
- SEWE 2010 Dates: February 12-14, with VIP events beginning 2/10
- Direct expenditures by SEWE visitors: estimated at over \$31 million annually
- Total annual economic impact: \$67 million
- Over 40% of SEWE attendees have a household income of \$100,000 or more
- SEWE attendees tend to spend more than average visitors to Charleston and return more often
- Average trip expenditures (per party): \$2,214.50
- Nearly 60% of out-of-town attendees stay in paid accommodations
- 50% take a paid/guided tour while here for SEWE
- In addition to attending SEWE events, local residents and day trippers shop in retail stores and eat/drink in restaurants/bars throughout the week

## D I S T R I B U T I O N

- 5,000 copies printed
- Advance placement in a number of Lowcountry hotels
- Given to all SEWE VIP members (Benefactors and Patrons) and Corporate Partners
- Provided to media representatives, advertisers, artists and exhibitors
- Available at all SEWE souvenir stands

## W E B L I N K S

Southeastern Wildlife Exposition is launching its new website in September 2009, and will be actively promoting the site, thereby drawing more traffic than ever.

Advertisers who purchase a half-page or a full-page ad will receive a free listing on [www.sewe.com](http://www.sewe.com). Weblinks may be purchased separately for \$150. All weblinks will be kept up until Sept. 1, 2010.

## R A T E S

	1x	2x*
<b>Full Page:</b>	\$1,800	\$1,500
<b>1/2 page Vertical:</b>	\$1,400	\$1,200
<b>1/2 page Horizontal:</b>	\$1,300	\$1,100
<b>1/4 page:</b>	\$ 900	\$ 750

\*Price is rate per issue and requires a 2-year contract.

**Special Category ads:** \$350

- Guaranteed Position: 10% of ad rate
- Premium Positions: Limited availability; inquire if interested
- All advertising rates are net, and do not include artwork/production services. However, production assistance is available if needed; prices quoted upon request.
- SEWE accepts payment by credit card, PayPal or approved checks.



## S P E C I F I C A T I O N S

All ad files must be submitted 100% size, as a high resolution PDF of 300 dpi or greater. All files must be CMYK and type must be converted to outline. Ads built and submitted otherwise are subject to possible refusal.

File names should include the advertiser's name.

Ads submitted without borders that are less than a full page in dimension may have borders added at manager's discretion if the ad is created with a white background or color opacity of less than 20%. This is to ensure separation between editorial and advertising content. We strongly advise that advertisers add their own borders when necessary.

Color proofs should be submitted with digital files and should be printed at 100%. In absence of SWOP calibrated proofs or in the case of unacceptable proofs, SEWE is not responsible for the color reproduction.

Non-SWOP or laser proofs are acceptable and can be used for position and content, but not for color matching. Proofs must be printed from the same ad file as submitted. All proofs that cannot be supplied at 100% must clearly indicate the percentage that they are printed.

**MATERIALS DEADLINE:** October 30, 2009

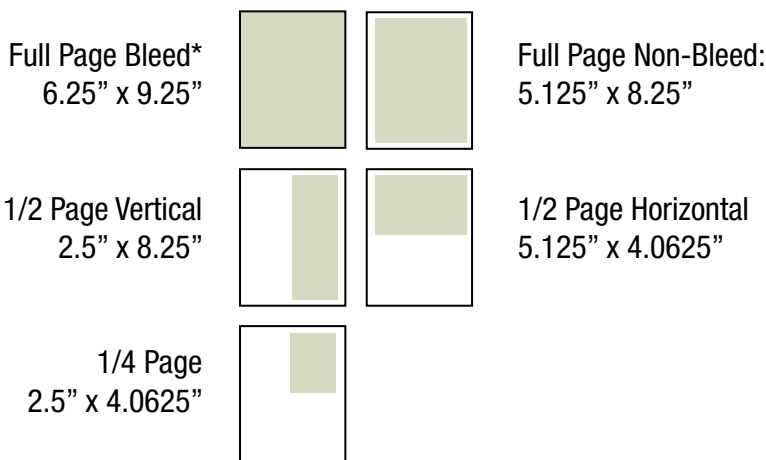
**CONTACT INFORMATION** If you have technical questions regarding the ad specifications/submission requirements, you may contact our graphic designer, Paul Rossmann, at 843.723.3213 or [prossmann@bellsouth.net](mailto:prossmann@bellsouth.net). All other questions re: rates, deadlines, placement requests, etc. should be directed to our ad rep, Natalie Wooten.

All ad materials should be sent to:

**SEWE Directory ADS**

**FedX/UPS/hand delivery:** 211 Meeting Street, 2nd floor, Charleston, SC 29401

**U.S. Mail:** P.O. Box 20635, Charleston, SC 29413



\*Bleed size includes a .125" (1/8") bleed. Trim is 6" x 9". Live Area is 5" x 8.25"

## SOUTHEASTERN WILDLIFE EXPOSITION

P.O. Box 20635  
Charleston, SC 29413

843.723.1748 [sewe.com](http://sewe.com)



For additional information or to reserve your space, contact:

**Natalie Wooten**

843.723.1748

[nwooten@sewe.com](mailto:nwooten@sewe.com)