

2025-26

# UNC ARTS

*an unforgettable season of arts...*

**una temporada inolvidable de arte...**



## MEDIA KIT

The College of Performing and Visual Arts at UNC is a well-established and recognized creative hub in northern Colorado and beyond. Our season of events is a staple of our campus community and a Greeley tradition. **We are thrilled to invite you, our valued community partners, to advertise with us at competitive rates in a variety of digital and print materials.**

## MAIN SEASON BROCHURE & PROGRAMS

Each year we welcome a diverse audience into our spaces for an incredible lineup of music, theatre, dance, musical theatre, exhibitions, opera, festivals, and more.

## UNC•GREELEY JAZZ FESTIVAL

The largest event of its kind in the nation, the UNC•Greeley Jazz Festival brings together internationally recognized artists, jazz lovers, award-winning clinicians, and over 150 college, high school, and middle school big bands, combos, and jazz vocal groups from across the country. Each year, over 4,000 participants enjoy main stage concerts, after-hours sessions, non-competitive daytime performances, and educational workshops.

## LITTLE THEATRE OF THE ROCKIES

The Little Theatre of the Rockies, now in its 90th season, is the oldest professional summer stock theatre West of the Mississippi River and the oldest professional theatre company in the State of Colorado. LTR produces 3 mainstage productions for 10 weeks of performances from June to early August.



College of Performing  
and Visual Arts



# UNC ARTS

Media Kit  
2025-26



# UNC ARTS

Media Kit  
2025-26

## AUDIENCE REACH

### SEASON BROCHURE & PROGRAMS

**2,500** PRINTED  
SEASON BROCHURES  
DISTRIBUTED EACH YEAR IN NORTHERN CO

+ UNLIMITED WEB TRAFFIC

OVER 150  
Digital Programs

+ UNLIMITED WEB TRAFFIC

**10,000+** audience members  
for music & theatre events

UNC • GREELEY  
JAZZ FESTIVAL

**5,000+** participants  
during the 3-day festival



**2,500+** audience members  
for the 10-week production run

## ADVERTISING OPTIONS

### PRINT & DIGITAL AD PRICES

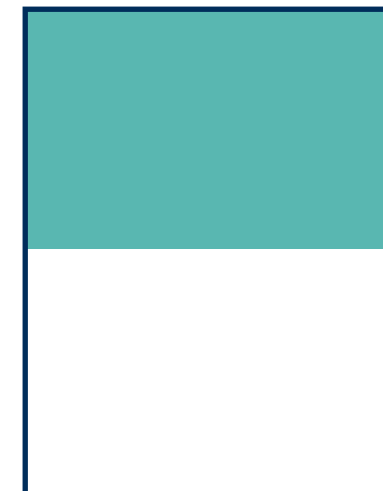
	FULL PAGE	HALF PAGE
SEASON BROCHURE + ALL DIGITAL PROGRAMS	\$1,000	\$500
SEASON BROCHURE	\$750	\$375
ALL DIGITAL PROGRAMS	\$500	\$250
UNC•GREELEY JAZZ FESTIVAL PROGRAM	\$300	\$150
LITTLE THEATRE OF THE ROCKIES PROGRAM	\$300	\$150

### AD SPECIFICATIONS



#### Full Page Dimensions

Bleed: 5.75" x 8.75"  
Trim: 5.5" x 8.5"  
Safe: 5.25" x 8.25"



#### Half Page Dimensions

Bleed: 5.75" x 4.5"  
Trim: 5.5" x 4.25"  
Safe: 5.25" x 4"

#### Requirements for All Sizes

- 4 Color
- RGB Color Space
- High resolution JPG or PDF file
- Minimum 72 dpi
- All text must be outlined and the file flattened.



# UNC

College of Performing  
and Visual Arts



# UNC ARTS

*Media Kit*  
2025-26

## PURCHASE PROCESS

### DEADLINES

#### PAYMENT & FILE DUE

SEASON BROCHURE + ALL DIGITAL PROGRAMS

June 27, 2025

SEASON BROCHURE

June 27, 2025

ALL DIGITAL PROGRAMS

August 8, 2025

UNC•GREELEY JAZZ FESTIVAL PROGRAM

April 10, 2025

LITTLE THEATRE OF THE ROCKIES PROGRAM

May 8, 2025

### CONTACT

**Sara (Schuhardt) Gisi**

Director of Audience Development & Communication

[sara.gisi@unco.edu](mailto:sara.gisi@unco.edu)



PVA Spotlight, Spring 2025