



LAURITZEN GARDENS
ANTIQUES SHOW

2023 SHOW
COMMEMORATIVE PROGRAM

ADVERTISING
OPPORTUNITIES



LAURITZEN GARDENS ANTIQUES SHOW

ABOUT THE SHOW

The Lauritzen Gardens Antiques Show brings renowned experts in antiques, gardening, design and art to Omaha for a one-of-a-kind collector's experience not found elsewhere in the region. The show features more than 25 antiques exhibitor booths, offering an incredible selection of quality period furniture, fine art, home decor, estate jewelry, tableware, fashion accessories, and a bit of whimsy, representing a variety of design movements.

Additionally, vibrant luncheons featuring designers, authors, and tastemakers celebrate the art of all things and complimentary educational sessions allow patrons to learn from experts in their field.

Celebrating its 20th anniversary in 2023, the show is the largest annual fundraiser for Lauritzen Gardens and has raised more than \$10.5 million to cultivate Omaha's beautiful public garden.

AUDIENCE

To reach customers with expendable income, go where they are, the Lauritzen Gardens Antiques Show!

Patrons of the Lauritzen Gardens Antiques Show are avid collectors of objects and art who explore the world, enjoy engaging experiences, and live life to the fullest. They love design, decorating, travel, fine food and wine, entertaining, and gardening and invest in themselves, in their home, and in their community.

These affluent, educated, and influential individuals appreciate quality, authenticity, and luxury and, for one weekend each year, they support and shop the Lauritzen Gardens Antiques Show, a haven for the stylish, sophisticated, cultured, and curious.



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LAURITZEN GARDENS
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DEMOGRAPHICS

3,750

average number of show attendees per year
(2019-2022)

75%

of show patrons throughout the four-day
weekend are female

56

is the median age of show patrons

58%

of show patrons have a household income of more
than \$250,000 per year

70%

of attendees live in Omaha, Nebraska, but the show
draws many people from outlying metro area
communities. The show also regularly attracts
attendees from Arizona, Colorado, Iowa, Kansas,
Missouri, New York, and South Dakota

95%

of show supporters own their home

475k

is the median home value of show supporters

40%

of website traffic comes from the Omaha area.
17% comes from the Kansas City market,
7% from the Des Moines area, 5% from Lincoln,
6% from Chicago, and 25% from other markets in
and outside of Nebraska





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2023 ADVERTISING RATES

Full page	\$3,500
1/2 page horizontal	\$2,000
1/2 page vertical	\$2,000
1/3 page vertical banner	\$1,500
1/4 page	\$750

DEADLINE FOR SPACE AND PAYMENT

July 15, 2023

MATERIALS DUE

August 1, 2023

Submit ad files to:

mjenkins@omahabotanicalgardens.org

Accepted format: High resolution .pdf, .tif, or .jpg files.

All images must be 300 dpi or greater. Please convert all Pantone colors to CMYK.

Binding = Perfect Bound



2023 ADVERTISING SPECS

FULL PAGE BLEED
(covers entire page edge to edge)

Finished ad size:
8.375 x 10.875 + Bleed .125"
= 8.625" x 11.125 overall size

Please inset all text and important
design elements a minimum of
.375" from the edge of the ad.

FULL PAGE NO BLEED

7.5" x 10"

1/3
page
vertical
2.375"
x 10"

1/2
page
vertical
3.5"
x 10"

1/4
page
3.5"
x 4.75"

1/2
page
horizontal
7.5"
x 4.75"

SIZES

Full page bleed - 8.375 x 10.875 + bleed .125"
overall size of 8.625" x 11.125"

Full page no bleed - 7.5" x 10"

1/2 page horizontal - 7.5" x 4.75"

1/2 page vertical - 3.5" x 10"

1/3 page vertical banner - 2.375" x 10"

1/4 page - 3.5" x 4.75"



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SEE INDIA

VENEZIA

ZARA
LA CITTA DEL MARASCHINO
Luxardo

UNION PACIFIC SYSTEM

telephonieren

Paris

HOTELS SPILER



Lauritzen Gardens
ANTIQUES SHOW



LAURITZEN GARDENS ANTIQUES SHOW

ADVERTISING CONTRACT

Contact name: _____

Advertiser name: _____

Mailing address: _____

City: _____ State: _____ ZIP: _____

E-mail: _____

Phone: _____

AD SIZE

- Full page 1/3 page banner ad
 Half page horizontal Quarter page
 Half page vertical **TOTAL DUE \$** _____

PAYMENT INFORMATION

- Check enclosed
 Credit card Discover MasterCard Visa

Card # _____

Exp. Date: _____ Security Code: _____

Billing address: _____

Signature: _____

PAY ONLINE OR SEND PAYMENT TO:

Lauritzen Gardens, 100 Bancroft Street, Omaha, NE 68108

EMAIL AD FILES TO: m.jenkins@omahabotanicalgardens.org



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- 3,000 copies of the commemorative program will be distributed at the Lauritzen Gardens Antiques Show.

The program will also be available to view online at omahaantiqueshow.org.

- Proceeds from advertising sales help support Lauritzen Gardens and provide meaningful experiences in nature to our community and region.
- Supporters will also be recognized on show signage at the level of their contribution.
- *The Lauritzen Gardens Antiques Show Committee has the sole discretion as to the placement of all ads in the 2023 commemorative program.*

Advertising sales contact:

Sarah Kalthorn-Wisecup
Associate Director of Development
s.wisecup@omahabotanicalgardens.org
(402) 346-4002, ext. 228

Stay up-to-date with the show

omahaantiqueshow.org

 [@LGAntiquesShow](https://www.facebook.com/LGAntiquesShow)  [@omahaantiqueshow](https://www.instagram.com/omahaantiqueshow)



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LAURITZEN GARDENS
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SEPTEMBER 28 - OCTOBER 1
100 Bancroft Street, Omaha, Nebraska

OMAHAANTIQUESHOW.ORG