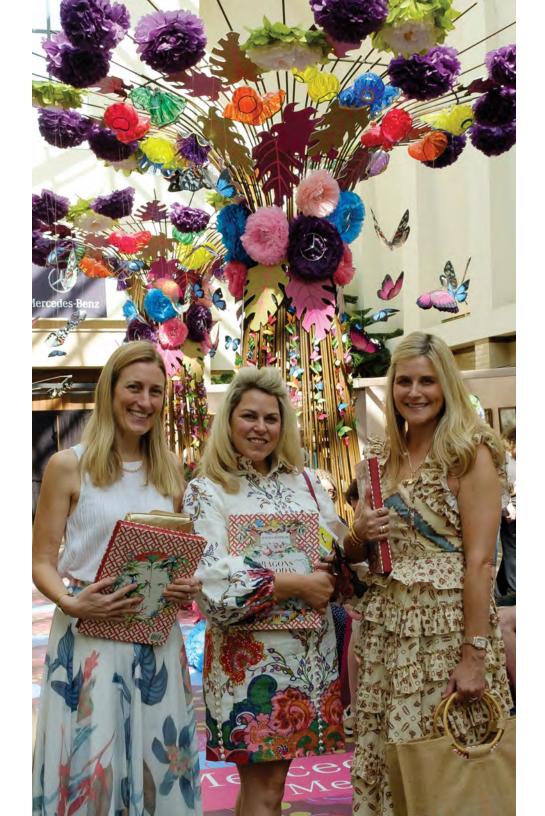




LAURITZEN GARDENS ANTIQUES SHOW

2023 SHOW COMMEMORATIVE PROGRAM

ADVERTISING OPPORTUNITIES





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.







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

2021 & 2022 SHOW DATA, SMARTTARGETING







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:

m.jenkins@omahabotanical gardens.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

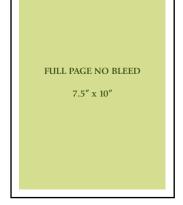


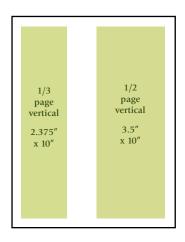
2023 ADVERTISING SPECS

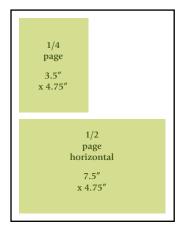
FULL PAGE BLEED (covers entire page edge to edge)

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.







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"

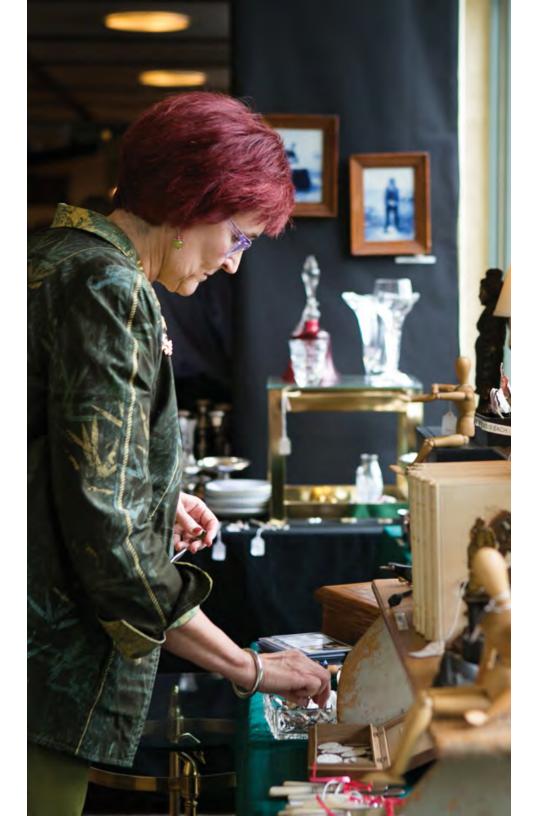
1/2 page horizontal - 7.5" x 4.75"

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"







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 INFORMAT	ION	
Check enclosed		
Credit card Discover	MasterCard Visa	
Card #		
Exp. Date:	Security Code:	
Billing address:		
Signature:		
<u>PAY ONLINE</u> OR SEND PAYMENT TO	O:	

Lauritzen Gardens, 100 Bancroft Street, Omaha, NE 68108

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





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

Stay up-to-date with the show

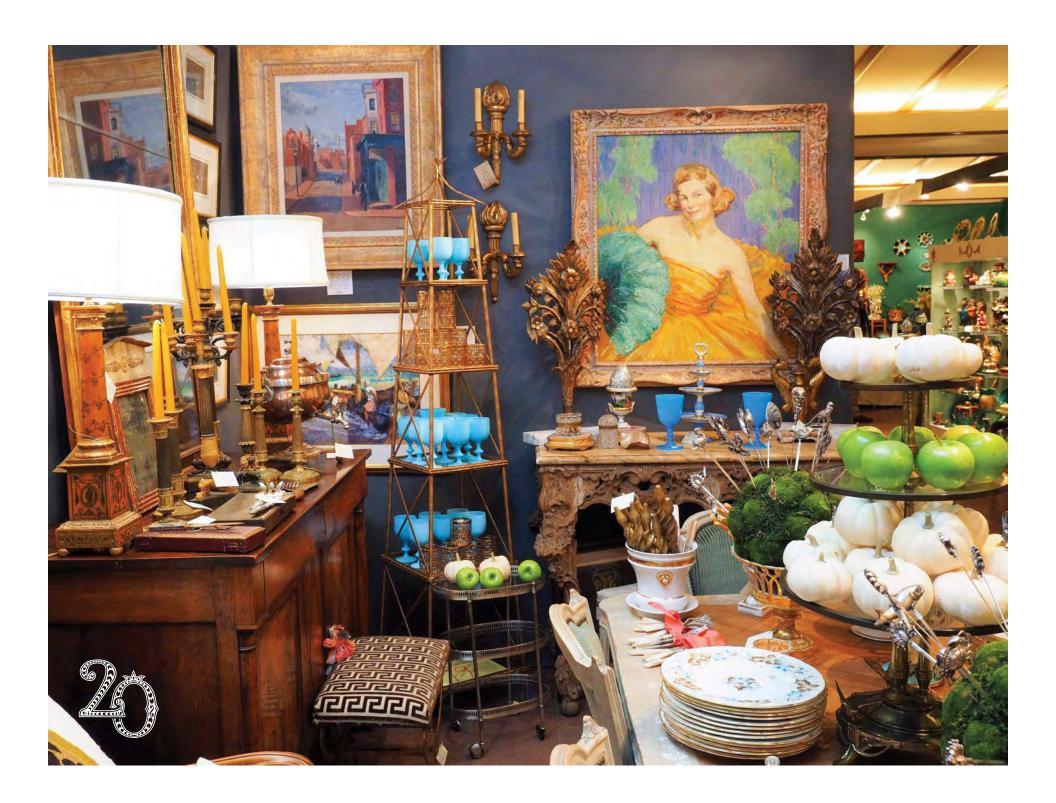
omahaantiqueshow.org

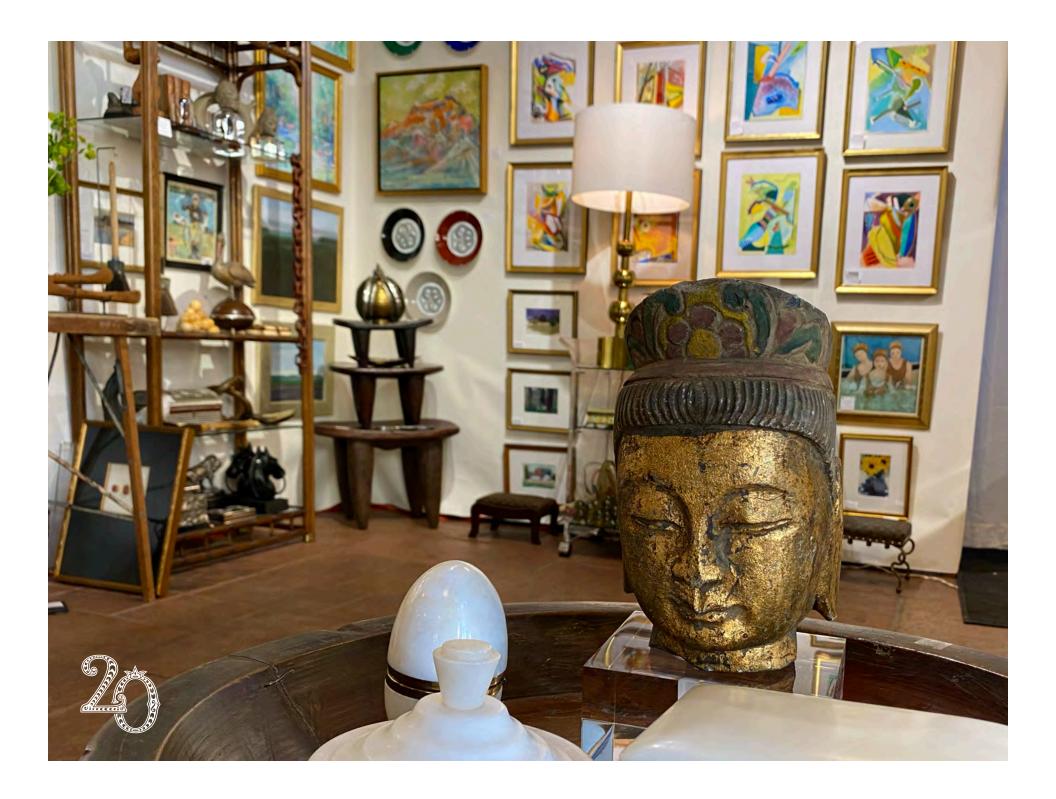


@LGAntiquesShow

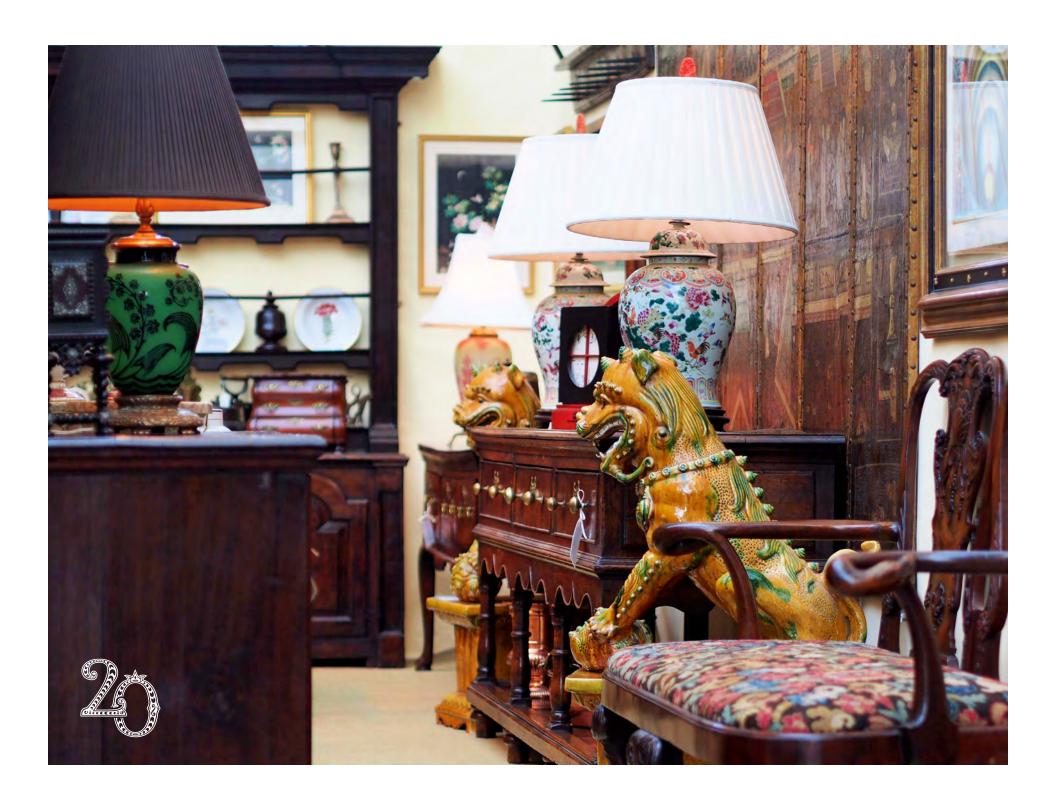


@omahaantiqueshow











LAURITZEN GARDENS ANTIQUES SHOW

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

OMAHAANTIQUESHOW.ORG