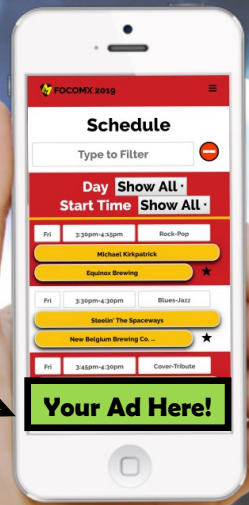# 2020 FoCoMX Mobile App
Advertising Opportunities

Your Ad Here!

OrangeHouse LLC will again be publishing the official FoCoMX music festival. The mobile app allows festival attendees to view the festival schedule, save the list of shows they plan to attend, view details about shows, & listen to sample tracks from bands.

OrangeHouse is donating the development time and effort for this years' app. To help offset some of the costs incurred by OrangeHouse in developing the app, the Executive Director of the Fort Collins Musicians Association has agreed to us placing a few, non-obtrusive ads in the app. These ad spaces are available exclusively to Northern Colorado organizations.

2019 was the first year with an official FoCoMX app. The app had approximately 1,000 downloads during the festival with a retention rate of >85%. We anticipate both total downloads as well as retention to increase in 2020 due to improved customer awareness, increased marketing, and refinement in app functionality based upon 2019 user feedback.

ADVERTISTING SPACE

Advertising space is available as a bottom banner of the app. A maximum of 10 rotating banners will be included in the app this year. These banners can be linked to external websites.

- **Local Targeted Audience:** The 2019 FoCoMX festival had over 7,000 attendee, many of which were residents of Northern Colorado.

- **High Visibility:** Ads will be visible on every page of the app. In 2019, each ad was viewed over 3,000 times.

- **User Engagement:** Your ad will be linked to your website/Facebook page/etc. *Hint:* Think about FoCoMX specific deals and specials.

- **Analytics:** We collect detailed information regarding user engagement with your ad including impressions, bounce frequency, and click-through rates.

For more details or to reserve your slot please contact us at

Christian@orangehousellc.com

Details

- **$150/banner slot** (a maximum of 10 slots will be sold)
- **$0 - set-up charge**
- **5% discount if you purchase two or more slots**

Ad Requirements
Please provide your advertisement in the form of a 50px tall by 500px wide **.png** image file.
We recommend keeping your fonts large and images clear