

Advertising Guidelines for Bands playing at Durango's Wild Horse Saloon

Send to autumnvf@gmail.com

- Website
- Photos to be used in advertising and on social media
- Facebook page
- Instagram Handle
- Hashtags to use

Wild Horse Saloon will advertise the event:

- **Online**
 - Facebook & Instagram
 - WhatshappeningDurango - Durango
 - Southwest Scene – Durango
 - This calendar is featured on many publications including DGO Magazine, The Durango Herald
 - Durango Downtown- Durango
 - KOB4 New Mexico – Albuquerque
 - Strumsy – Englewood
 - The Fence Post – Greeley
 - Spingo – Salt Lake City
- **Radio**
 - KDUR Concert Calendar

The Band is expected to provide additional advertising. Below are several options.

- **Social Media**
 - Please tag IG: @wildhorsesdurango, FB: @wildhorsesaloondurango, and be sure to use Hashtags: #buckingoodtime #durangowildhorsesaloon
- **Posters**
 - Option 1: Hang flyers around town the week prior to the event.
 - Option 2: Send 25-50 flyers to the Wild Horse Saloon and we will arrange to hang them around town (no fee).
- **Print**
 - Durango Herald

The Herald's core audience is going to be from 35+. Being the newspaper, is subscription based, the type of readers are going to have good jobs and most likely own a home. The Herald distributes locally, and in the surrounding towns as well.
 - DGO <https://dgomag.com>

DGO magazine is an alternative weekly so the core audience is going to be 25-35 and looking to read about arts, entertainment weed, and beer topics in the magazine. The readers are loyal and actively looking at ads as well. Distribution is in all major areas in Durango including downtown, Fort Lewis, Ignacio, Purgatory, and Pagosa Springs.

 - Contact for both Durango Herald and DGO Magazine: Liz Demko / 970-375-4553 / ldemko@bcimedia.com

- See media kit for pricing information
- Durango Telegraph
 - Contact: Lainie Maxson / 970-259-0133 / Lainie@durangotelegraph.com
 - See media kit for pricing information
 - Second Hand Rose Band ad is an example for ¼ Q Color ad
- **Radio**
 - KRSJ – Bear Gabel – contact via Facebook
 - KISZ – Gwen Williams / 970-759-8008 / gwenwilliams74@gmail.com
 - KDUR – Bryant Liggett / liggett_b@fortlewis.edu
 - Bryant will contact acts if he has availability on his show