



Advertise with Chamber Music Concerts

- ◆ CMC's audience represents a diverse cross section of the Rogue Valley and Northern California, including seniors and millennials; Southern Oregon University faculty, staff, and students; and families from throughout the valley.
- ◆ Our ads are a bargain! You can advertise your business for less than \$20 per concert, and full-cover ads are only \$65 per concert. Your advertisement will be seen at a total of 12 concerts from October through April, a great time to reach the “locals,” during the time of year when you need their business the most.
- ◆ CMC's programs, which are distributed to all who attend the concerts, include detailed information about the performers and music. Patrons read through the entire booklet and will see your ad information.
- ◆ Our programs provide you with two advertising strategies: Season ticket holders comprise about 50% of the house. Seeing your ad at each concert will lead them to think of you when they need your services. Single ticket buyers comprise the other half, and this audience has consistent turnover — new sets of eyes will see your ad at every performance.
- ◆ We limit the number of ads we print so that your ad will have the greatest impact.
- ◆ CMC features world-class artists. When our patrons see your ad in our programs, they will associate your business with the finest cultural events in the Rogue Valley.
- ◆ We give you the option of changing your ad content during the year at no extra charge.

TECHNICAL SPECIFICATIONS FOR ADVERTISEMENTS

(Measurements in inches, width x height)

Full-page ads:

4 ³/₄ x 7 ⁷/₈

Half-page ads:

Horizontal – 4 ³/₄ x 3 ¹³/₁₆

Vertical - 2 ⁵/₁₆ x 7 ⁷/₈

Quarter-page ads:

Horizontal - 4 ³/₄ x 1 ³/₄

Vertical – 2 ¹/₄ x 3 ³/₄

Eighth-page ads:

2 ¹/₄ x 1 ³/₄

(Horizontal only)

Black/white ads only. Camera ready, paper positive, no bleeds, 85-100 line screen.

TO BE INCLUDED IN ALL PROGRAMS, AD COPY IS DUE JULY 2, 2018.

Please email ads to Director@ChamberMusicConcerts.org. No Xerox copies or faxes of material will be accepted. Please proof your ad carefully — all ads are printed as received. CMC will not edit or redesign your ad copy, but we are happy to refer you to a graphic designer. If you wish to change your ad copy during the year, CMC must receive your camera-ready copy no later than 7 weeks prior to each concert.

Acceptable Digital Formats:

PDF is recommended; TIFF and JPEG are acceptable. Please save JPEGs as high-quality/low compression. Files should be 300 dpi, grayscale.

Thank you for advertising with CMC!

Your advertisement may be a tax-deductible expense; consult your tax advisor for details. CMC is an affiliate of the Southern Oregon University Foundation, a 501(c)(3) non-profit organization.



CHAMBER MUSIC CONCERTS ADVERTISING CONTRACT 2018-2019

ALL ADVERTISERS:

Please mark your advertising package choice below.
Measurements are in inches, width x height.

Full-page Ads: 4 ³/₄ x 7 ⁷/₈

- Inside-Front Cover - \$790 Outside-Back Cover - \$790
 Inside-Back Cover - \$790 All other inside pages - \$640

Half-page Ads: \$330

- Horizontal – 4 ³/₄ x 3 ¹³/₁₆ Vertical – 2 ⁵/₁₆ x 7 ⁷/₈

Quarter-page Ads: \$270

- Horizontal – 4 ³/₄ x 1 ³/₄ Vertical – 2 ¹/₄ x 3 ³/₄

Eighth-page Ads: \$200

- Horizontal only - 2 ¹/₄ x 1 ³/₄



Renewing advertisers:

- New ad Same ad as last year

Business Name _____

Contact Person _____

Address _____

City/State/Zip _____

Phone _____ E-mail _____

Web Site _____

**TO BE INCLUDED IN ALL PROGRAMS,
AD COPY IS DUE JULY 2, 2018.**

Please proof your ad carefully.
CMC will not proof your ad copy.

**Space is limited! Ad locations are assigned in the order
that CMC receives your contract. Return to:**

Chamber Music Concerts
1250 Siskiyou Blvd Ashland, OR 97520-5001
541-552-6154 Director@ChamberMusicConcerts.org
www.ChamberMusicConcerts.org

YOU MAY PAY ONLINE AT
www.ChamberMusicConcerts.org/advertise.shtml

Please make checks payable to Chamber Music Concerts.

Visa/MC/Disc/Amex# _____ Exp _____

Name on card _____

Signature _____

- Please bill me later