



Donald Kendrick, Artistic Director

2016/2017—Season 21 A High Value Advertising Opportunity

Support Sacramento's *Outstanding Nonprofit of the Year* by advertising in the programs — four concerts at three venues.

Your advertisement will reach an audience of discriminating, Sacramento area residents who, like you, are committed to supporting great music and the performing arts in the community! Last year's concert attendance totaled over 8,000 arts supporters.

CONCERT PROGRAMS AND VENUES

STAINED GLASS

Fremont Presbyterian Church

October 22, 2016

Artwork due: September 22, 2016

WELLS FARGO HOME FOR THE HOLIDAYS

Memorial Auditorium – 2 performances

December 10, 2016 – 2:00 pm and 7:30 pm

Artwork due: November 10, 2017

THE MUSIC OF DOWNTON ABBEY

Sacramento Community Center Theater

March 18, 2017

Artwork due: February 18, 2017

EUROPEAN MASTERWORKS

Sacramento Community Center Theater

May 16, 2017

Artwork due: April 16, 2017

Display Advertising Sizes and Rates

Ad Size	Width	Height	Full Season Program Ad (4)	Full Season Program Ad (4) Special**	Single Program Ad	Single Program Ad Special*
Full page	4½ in.	7½ in.	\$1,600	\$1,280	\$400/\$600 HH	\$360/\$540 HH
Half page, horizontal	4½ in.	3½ in.	\$1,000	\$800	\$250/\$375 HH	\$225/\$203 HH
Third page, horizontal	4½ in.	2½ in.	\$600	\$480	\$150/\$225 HH	\$135/\$122 HH

** Return buyers 20% discount applied to total cost

* Return buyers 10% discount applied to cost

(HH) Single program ad rate for Home for the Holidays concerts

Artwork Requirements:

Black & white digital artwork in one of these formats: PDF, JPG, TIFF or EPS.

All images and graphics must be set at 300dpi.

Email artwork to Diane McCormack: dmccormack333@gmail.com

For questions call Diane at 916 427-6313.

Fill out the form on the back and submit by mail.

2015–2016 Season Program Advertising Form

First time advertiser

Returning advertiser

Business Name _____

Contact Name _____

Address _____

City _____

Phone _____ Fax _____

E-mail _____

Please select:

PROGRAM AD Full Season

Single program

Name of program _____

AD SIZE Full page Half page Third page

Total Price - see table \$_____.

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HH - Single program ad rate for Home for the Holidays concerts

Advertising and full payment deadlines:

Concert	Concert Date	Advertising Deadline
Stained Glass	October 22, 2016	September 22, 2016
Home for the Holidays–2 performances!	December 10, 2016	November 10, 2016
The Music of Downton Abbey	March 18, 2017	February 18, 2017
European Masterworks	May 6, 2017	April 6, 2017

Return mail this form with your payment to:

Sacramento Choral Society & Orchestra, 4025A Bridge Street, Fair Oaks, CA 95628

You may phone in your payment with a VISA, MasterCard, Discover, or American Express: 916 536-9065

Web Site: sacramentochoral.com E-mail: scso2005@gmail.com

The SCSO is a non-profit organization delivering high quality choral orchestral programs at reasonable prices to the greater Sacramento community. 501(c)(3) tax identification number: 94-325-9903