



Donald Kendrick, Artistic Director

## 2017/2018—Season 22 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 21, 2017

Artwork due: September 21, 2016

#### WELLS FARGO HOME FOR THE HOLIDAYS

Memorial Auditorium – 2 performances

December 9, 2017 – 2:00 pm and 7:30 pm

Artwork due: November 9, 2017

#### EUROPEAN MASTERWORKS MOZART REQUIEM

Sacramento Community Center Theater

April 7, 2018

Artwork due: March 7, 2017

#### PRAISE AND JUBILATION

Sacramento Community Center Theater

May 12, 2018

Artwork due: April 12, 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/\$338 HH
Third page, horizontal	4½ in.	2½ in.	\$600	\$480	\$150/\$225 HH	\$135/\$193 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.

## 2016–2017 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 21, 2017	September 21, 2017
Home for the Holidays–2 performances!	December 19, 2017	November 9, 2017
European Masterworks Mozart Requiem	April 7, 2018	March 7, 2018
Praise and Jubilation	May 12, 2018	April 12, 2018

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](http://sacramentochoral.com) E-mail: [scso2005@gmail.com](mailto: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