



2009-10 Concert Season Advertising Rates

Season of 6 classical and 3 pops concerts

Prices are for 9 concert series

Pricing

9 concert cost	Approx. per concert cost	3 payment breakdown	Cost per ad
Back Cover \$3,000	\$333	\$1,000	30 cents
Inside cover or back, full page \$2,000	\$222	\$667	22 cents
Inside page, full page \$1,500	\$166	\$500	16 cents
Half page ad \$1,000	\$111	\$333	11 cents
Quarter Page \$650	\$72	\$217	7 cents
Eighth Page \$400	\$44	\$133	4 cents

Specifications

- ✓ Each concert print run averages 1,000 program books. Cost per ad based on 9,000 programs.
- ✓ Advertisements are circulated to different pages for every program so that all advertisers get premium placement at some point in the season (unless an inside cover or back is purchased).
- ✓ Very high saturation as the same people will be viewing your ad at each concert.
- ✓ New audiences exposed to your business (single ticket purchasers) at each concert.
- ✓ Very high visibility as programs are always read at each concert by the ticket holders.
- ✓ All ads must be camera ready. Hard copy, email or on disk as a .tif or .jpg file is acceptable. A \$50 fee will be charged to create an ad with the same hourly rate applied to half page or larger.