CONCORA Program Advertising Guide 2016-2017

Dear Friend of the Arts,

Thank you for investing in local music-making by placing your advertisement in CONCORA's program books. By doing so, you demonstrate your commitment to the arts *and* to the sense of community that all the arts inspire and perpetuate. The members of CONCORA's concert audiences — a diverse community of smart, engaged, active people from the Greater Hartford region — enjoy perusing our program books, and take them home after concerts, too. They will take note of your choice to support CONCORA and to sustain the great choral music that draws them to our concerts.

In 2016-2017, CONCORA marks its 43rd season – that's *more than four decades* of beautiful singing for audiences across the Greater Hartford area and beyond. This is a remarkable achievement for any arts organization in these lean times, and it has been possible only through the thoughtful generosity of all our supporters, including and especially our advertisers. Many of you have been advertising in CONCORA's concert programs for decades, a commitment for which we are most grateful.

Under the direction of CONCORA's recently-appointed Artistic Director Chris Shepard, CONCORA will present an array of thrilling concerts that will attract vibrant audiences in West Hartford, New Britain, Hartford, and Berlin. This season, CONCORA's singers will collaborate with high school musicians to prepare a concert of choral music inspired by Shakespeare; share a sleigh-full of beloved Christmas carols (and invite the audience to sing along); entrance and inspire art-lovers at the Wadsworth Atheneum with art-themed musical selections; send their voices soaring in Trinity College's stunning Gothic Chapel; and thrill Bach lovers with a knock-your-socks-off concert of cantatas with professional orchestra.

Please take a few minutes to review this Program Advertising Guide to learn about the broader array of ad choices, new formats and pricing, and a slightly different approach we are offering this season, including:

- A unique printed program for each concert, allowing you to reserve space for the entire season, but with the flexibility to update or refresh your feature ad at any time you wish.
- A program format that is one third larger than programs from recent years, with more design and price options from which you may choose.
- A new option for a full-color ad on the back cover of each program. (First come, first served!)
- An option to submit your own designed ad, or engage us to design a "simple but elegant" ad for you.
- An option to upgrade your season-long advertising presence by reserving space in the program for the July 2017 Summer Festival concert.
- A selection of new discounts and other means by which we can say "thank you for your support!"

Thank you again for your support of the arts in our community, and in particular, for your commitment to CONCORA's artistic and educational programs, a commitment that will be made visible in your program advertising. If you have questions or need further information, please contact me directly at media@concora.org.

I hope to see you at every concert and special event!

Sarah Hager Johnston
Vice President for Marketing and Communications
media@concora.org • 860-676-2228

➔ CONCORA's 2016-2017 Season

Advertising space is available in programs for CONCORA's 2016-2017 concerts and the 2017 Summer Festival.

Extraordinary Shakespeare • November 12, 2016, 7:30 PM • St Thomas the Apostle Church, West Hartford
High school choirs join CONCORA to rehearse and perform choral settings of Shakespeare, to mark the 400th anniversary of the bard's death. This exuberant, youth-focused concert features a very large choir and draws an enthusiastic audience of students' friends and family.

Christmas with CONCORA • December 10, 2016, 7:30 PM • First Lutheran Church, New Britain, CT
CONCORA presents a sleigh-full of delightful carol arrangements, with an audience sing-along. A beloved CONCORA tradition – this is the 26th edition of "Christmas with CONCORA" – that draws a large audience.

Art and Music • February 12, 2017, 4:00 PM • The Wadsworth Atheneum Museum of Art, Hartford, CT
CONCORA presents a concert at the Wadsworth Atheneum, with repertoire inspired by the artwork in the galleries. The program includes the premiere of a newly commissioned work by a Connecticut composer.

Making the Old New • March 19, 2017, 4:00 PM • Trinity Chapel at Trinity College, Hartford, CT
CONCORA returns to Trinity College Chapel, where last year a sold-out audience thrilled to Renaissance music sung beneath the Chapel's soaring Gothic arches.

BACH April 30, 2017, 4:00 PM • Immanuel Congregational Church, Hartford, CT
CONCORA has long been renowned for its performances of choral music by Johann Sebastian Bach. In 2017, the ensemble presents three choral cantatas with choir, soloists, and professional orchestra

PLUS! Summer Festival 2017 • July 2017, date TBD, 4:00 PM • Bethany Covenant Church, Berlin CT
Avocational choral singers from across Southern New England, including a growing number of talented high school and college musicians, join CONCORA for a week of rehearsals and learning, forming a large chorus that offers a well-attended public concert at week's end.

Sponsorships and Underwriting

Later in the season, we'll reach out to you about opportunities to sponsor concerts and special events and to support our educational programs. Your underwriting of a concert enables us to offer *more* concerts to a *wider* audience. Your sponsorship of fundraising events helps defray costs, allowing a greater portion of the proceeds to be directed to musical and educational programs. Your underwriting of scholarships for young singers in our Summer Festival enables us to welcome a larger number of aspiring musicians.

An Extraordinary Opportunity Awaits You!

CONCORA's first concert of the season, the Extraordinary Concert, offers an unparalleled opportunity for singers from several high school choirs to rehearse and perform side by side with CONCORA's professional singers. This sort of experience can be transformational for a young musician. As you can imagine, producing a concert with choirs from several schools from across Connecticut can be costly, but we believe that it's a great investment in the future, and we invite you to join us in making the concert a success. Would you like to sponsor all or part of this event, perhaps by underwriting the cost of music, piano tuning, transportation, etc.? Your support ca make all the difference. Contact Sarah Johnston at media@concora.org for more information.

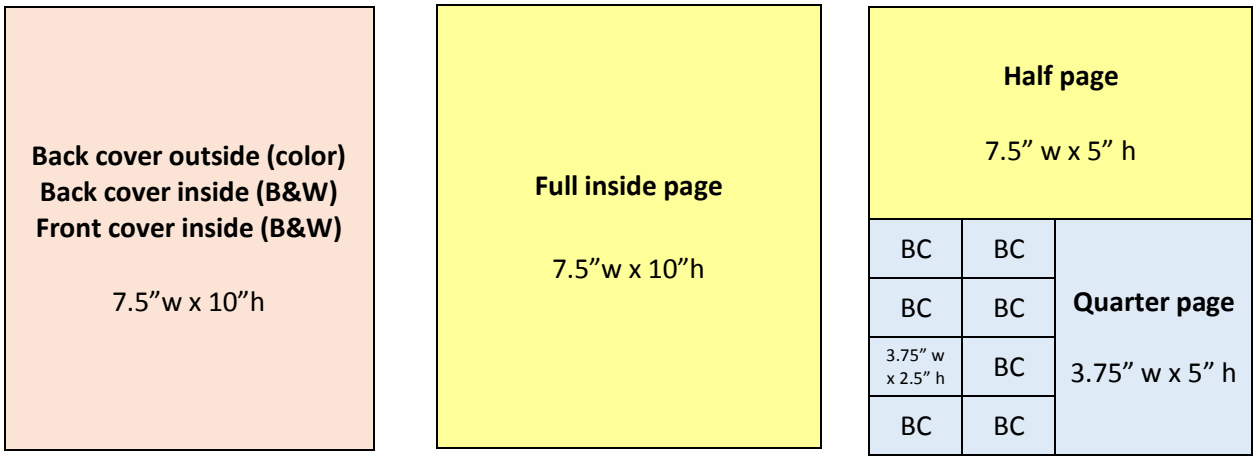
NEW STUDY SHOWS THAT CHORAL MUSIC MAKES PEOPLE HUNGRY

Not really. But members of our audience often ask us, "Where's the best place for dinner or drinks near your concert venue?" That's because our afternoon concerts end around 6:00 PM, and our evening concerts begin at 7:30 PM, offering two great opportunities for restaurateurs to appeal to hungry, thirsty people who seek out creativity and good taste. Consider arranging for an advertisement or program insert with a special offer from *your* restaurant to appeal to members of CONCORA's pre- and post-concert audiences. Contact Sarah Johnston at media@concora.org for more information. Details on this season's locations and concert venues are shown above.

➔ Review Program Advertisement Options

With a new, larger-format program book, we are able to offer more options for display ads:

PLACEMENT *All ads are black-and-white except the outside back cover.*	**DIMENSIONS** *Each page will include a half-inch white all-around margin.*	**AREA** *(sq in)*	**Your Feature Ad(s)** in the five 2016-2017 **Season Concert Programs**	**New this year!** Reserve space in the 2017 **Summer Festival Program**
PREMIUM ADS				
Back cover outside (color)	7.5” w x 10.0” h	75	$975	$225
Back cover inside	7.5” w x 10.0” h	75	$750	$175
Front cover inside	7.5” w x 10.0” h	75	$750	$175
STANDARD ADS				
Full page	7.5” w x 10.0” h	75	$600	$120
Half page	7.5” w x 5.0” h	37.5	$400	$80
COMPACT ADS				
Quarter page	3.75” w x 5.0” h	18.75	$300	$60
Eighth page (business card)	3.75” w x 2.5” h	9.375	$200	$40



All submitted advertisements must be:

- Delivered via email *in final form* to media@concora.org by October 31, 2016.
- Digital only, high-resolution images (minimum 300 dpi) in JPG, TIFF, or PDF formats.
- Properly formatted (proportions, color, B&W) for the ad space you have selected.

For guaranteed inclusion in the first program of the season, *all ad copy must be received by October 31, 2016*, and *all payments must be received by November 5, 2016*.

➔ Select Your Advertising Preferences

Use the fillable PDF contract form to indicate your preferences. Review all the options to let us know how we can help you. Be sure your contact and payment information is entered accurately and legibly. Save the form to your computer, complete and save it, and send it to media@concora.org. We

Choose size and placement for your advertisement(s). You may purchase as many ad spaces as you like! On the contract form, just check off the space(s) you want to reserve for your feature ad(s) in CONCORA’s 2016-2017 concert programs. Take advantage of 5% discount for multiple advertisements.

Premium ads (back cover inside and outside; front cover inside) are in high demand and are available on a first-come, first-served basis. Please inquire at media@concora.org about availability before sending payment. The outside back cover will be printed in color; the inside front and back covers will be black and white.

Choose your content schedule. You may choose to run the same ad all season, or you may refresh your ad during the year, using new content with the same placement and dimensions. Just indicate your preference on the contract form, and we will send the information you'll need to get the ads to us on time. Unless you indicate otherwise, we will run the same ad in each concert program for the entire season. You may also purchase additional advertising at any time during the season, on a pro-rated basis.

Reserve space now in the Summer Festival program book: You may reserve space now in the program book for the 2017 CONCORA Summer Festival concert. The Festival program will be the same large-size format as the season programs. We can run your full-season ad in the Festival program, or you can refresh your ad with a new one for the summer. Indicate your preference on the contract form.

➔ Reserve Your Ad Space and Make Your Payment

All ad reservations must be made via email, regardless of payment method. Download, complete, and save the fillable PDF contract form (sent as separate attachment) and email it to media@concora.org before October 31, 2016. If you need another contract form, send a request to media@concora.org.

If you are paying by credit card, include card details on your submitted contract form – you're all set!

If you prefer to pay by check, mail *a copy of the completed, signed advertising contract* and your check (made out to CONCORA) to: CONCORA • ATTN Marketing and Communications • 233 Pearl Street, Hartford, CT, 06103
For guaranteed inclusion of your ad in the first program of the season, all payments must be received in our office by November 5, 2016.

➔ Submit Your Ad Copy

For guaranteed inclusion of your ad in the first program of the season, *all final ad copy must be received by October 31, 2016*. Send all advertising copy and communications to media@concora.org.

Don't have an ad ready? We can design a simple but elegant ad for you, using your text, logo, images, and other content. We will send the advertisement to you for review prior to publication. Just check the "Please design my ad" option on the contract form, and send your materials when you submit your completed contract form. The cost is $75 for premium ads; $50 for standard ads; and $25 for compact ads.

Returning advertisers: Due to our new format, we are unable to re-publish ads that were used in programs from previous seasons. Next season, we will be able offer re-publication of *this* season's ads. However, we are pleased to offer a discount for returning advertisers, to thank you for your continued support.

➔ Let Us Thank You!

To thank you for supporting CONCORA's concerts and educational programs, we are pleased to offer:

- ♥ **For all advertisers** – Recognition on our website, with a link to your website
- ♥ **For returning advertisers** – Discount (5%) on this season's ads
- ♥ **For advertisers who purchase more than one ad this season** – Discount (5%) on this season's ads
- ♥ **For *each* advertisement you place** – Receive complimentary passes to CONCORA concerts: 4 passes for each Premium ad; 2 passes for each Standard ad; and 1 pass for each Compact ad.

Terms and Conditions

Cancellations. You may cancel advertisement(s) before October 31, 2016, in which case a full refund will be made. No refunds can be issued for cancellations received after that date.

Content and Copyright. You assume full responsibility for all content and design of print-ready ads submitted for publication, and for content of material you submit for inclusion in an ad designed by CONCORA on your behalf, and affirm that all text, images, and other content are owned by you, or in the public domain, or used with permission from the copyright holder(s). CONCORA shall not be responsible for any errors or omissions arising from content or images included in ads or ad copy submitted by advertisers.

Right to refuse. CONCORA reserves the right to refuse any advertisement for any reason.

CONCORA Program Advertising Contract 2016-2017

SAMPLE DOCUMENT
To place your order, use the fillable PDF contract form sent as separate attachment

YOUR CONTACT INFORMATION	
Business or Organization	Your Name
Street Address	Name of CONCORA Contact *Did a CONCORA person invite you to place this ad?*
City, State, ZIP	Phone
Email	
☐ Please send me info about ☐ sponsorship opportunities and/or ☐ how to support CONCORA's educational programs.	
☐ Please add me to CONCORA's mailing list or ☐ update my mailing list contact with this information.	

YOUR ADVERTISEMENT				
Location and Format	**Dimensions**	**Your Feature Ad(s)** in the five 2016-2017 Season Concert Programs	**New this year!** Reserve your ad(s) in the 2017 Summer Festival Program	**AMOUNT**
PREMIUM ADS				
Back cover outside	7.5" w x 10.0" h	☐ $975	☐ $225	
Back cover inside	7.5" w x 10.0" h	☐ $750	☐ $175	
Front cover inside	7.5" w x 10.0" h	☐ $750	☐ $175	
STANDARD ADS				
Inside full page	7.5" w x 10.0" h	☐ $600	☐ $120	
Half page horizontal	7.5" w x 5.0" h	☐ $400	☐ $80	
COMPACT ADS				
Quarter page	3.75" w x 5.0" h	☐ $300	☐ $60	
Eighth page (business card)	3.75" w x 2.5" h	☐ $200	☐ $40	
Please check all that apply:				
☐ I will submit print-ready ad copy by October 31, 2016.				
☐ Please design my ad; I will send content. ☐ $75 Premium ☐ $50 Standard ☐ $25 Compact				
☐ I plan to use the same advertisement for the entire season.				
☐ I plan to refresh my ad during the season or for the Summer Festival program; send me info.				
			SUBTOTAL	
☐ I am a returning advertiser. *Thank you!* Deduct 5% from your subtotal here →				–
☐ I am purchasing multiple ads this season. *Thank you!* Deduct 5% from your subtotal here →				–
☐ Here's a tax-deductible gift to support CONCORA's concerts and educational programs. ***Thanks!***				
			TOTAL DUE	

YOUR PAYMENT METHOD	
☐ **Check** enclosed, made payable to CONCORA. (See instructions below.)	
☐ **Credit card** Card number:	Security code:
Name on card:	Expiration date:
☐ (Required) I agree to the terms and conditions set forth in the *CONCORA Program Advertising Guide 2016-2017*.	
Signed:	*Note: When you return this contract via email, your email message serves as your signature.*

FOR ALL ORDERS: Send your completed contract form to media@concora.org to reserve your advertising space.

To pay by credit card: Include complete card details on your emailed form. You're all set!

To pay by check, e-mail the completed contract form to media@concora.org, then send a printout of the form with your check (made out to CONCORA) to CONCORA, Attn: Advertising, 233 Pearl Street, Hartford, CT, 06103.

Questions? Contact Sarah Johnston at media@concora.org or 860-676-2228.

THANK YOU for supporting CONCORA's music & educational programs.