



Musicians of the Old Post Road

Reservation Deadline: September 1, 2009
Final Copy/Payment Deadline: October 1, 2009

A UNIQUE ADVERTISING OPPORTUNITY - THE TWENTY-FIRST SEASON CONCERT PROGRAM BOOK OF MUSICIANS OF THE OLD POST ROAD

We invite you to associate your business with a dynamic arts organization by advertising in the program book of its acclaimed concert series. Beginning in October, 2009, Musicians of the Old Post Road will celebrate its twenty-first season of concerts. This concert series has an established and growing reputation for bringing outstanding period instrument performances of Baroque, Classical and early Romantic chamber works to beautiful historic buildings along the legendary Boston Post Road. From Boston's landmark Emmanuel Church to meetinghouses and other historic buildings in Wayland, Sudbury, and Worcester, music of the seventeenth and eighteenth centuries comes alive in exhilarating unity with the architecture, acoustics, and ambiance of centuries past.

DURATION OF CIRCULATION: October, 2009 - April, 2010

EXPECTED CIRCULATION: 7,500 (2,500 print run)

AUDIENCE: Residents of eastern, metrowest and central Massachusetts, as well as Connecticut, southern New Hampshire and Rhode Island. Largest percentage is both male and female age 35-55, then 55+. A high percentage of individuals with undergraduate and advanced college degrees attend these concerts.

ABOUT THE TWENTY-FIRST SEASON PROGRAM BOOK:

Provided to audience members at all performances, the *Musicians of the Old Post Road* program book is consistently praised for its aesthetic appeal and informative content. The book is printed on high quality paper stock in an 8.5" x 14" format, and includes extensive information on the 2009-2010 concert series, including the program for each concert, detailed and entertaining notes on the music, profiles of the musicians, original commissioned drawings and brief histories of each of the buildings chosen as concert sites, historical information about the Boston Post Road, music-making in earlier centuries, and more. The program book is treasured by our audience. They keep them, make notes in them, and review them for historic, educational, and advertising information throughout the year and beyond.

RATES (based on 8.5" x 7" full page size):	<u>Standard</u>	<u>Subscriber Offer*</u>
• 1/8 page (1 3/4" high x 3" wide)	\$ 110	\$ 0
• 1/4 page (3 7/8" high x 3" wide)	\$180	\$70
• 1/2 page (3 7/8" high x 6" wide)*	\$300	\$190
• Full page (7 1/2" high x 6" wide)	\$485	\$375
Inside front cover	\$880	\$770
Inside back cover	\$740	\$630
Outside Back cover	\$880	\$770

*1/2 page ad and up includes your website URL posted with a live link on our new website!

FOR INFORMATION OR TO RESERVE SPACE: Contact Musicians of the Old Post Road at
(781) 466-6694 or return contract to:

318 Bear Hill Road, Suite 9, Waltham, MA 02451

* **Subscriber Offer**-Advertisers who provide a special incentive to our patrons - (i.e., an entree free with purchase of another entree, discounts on purchases, discounts on lodging, etc.), receive the special discounted "Subscriber Offer" advertising rate. Advertisers must provide the details of the offer and all restrictions with the completed Advertising Contract. Musicians of the Old Post Road provides all subscribers with the name, address, and details of the offer as part of their **Subscriber Benefits** package.

Visit our website: www.OldPostRoad.org

ADVERTISING CONTRACT

2009-2010

Date _____

Please reserve advertising space as indicated below in the program book for the 2009-2010 Twenty-first Season of the *Musicians of the Old Post Road* concert series

1 - Complete the form

Advertiser/business name _____

Contact person _____ Telephone _____

Fax _____ Email _____

Address _____

2 - Choose the ad size (or use last year's) and ad type

Ad size _____ Ad type (circle one): Standard Subscriber Offer*

(Refer to cover page for correct dimensions.)

* **Subscriber Offer** - To be eligible for the "Subscriber Offer" rate, please describe the Subscriber Benefit you will provide, and any restrictions (this is not your ad copy). Try to limit the description to 25 words or less:

Check here to use same ad as last year.

Include website URL if qualified for weblink _____

3 - Enclose the artwork, deposit, or payment in full

Amount due _____ Amount enclosed _____ *Balance due _____

Check one: Artwork enclosed Space reservation - artwork will follow

By signing this agreement, the Advertiser and Musicians of the Old Post Road, Inc. agree to comply with the specifications and terms of payment stated in the rate card currently in effect.

4 - Sign the form and mail it before the deadline

Signed, for Advertiser:

Signed, for Musicians of the Old Post Road, Inc.:

Please make check payable to "Musicians of the Old Post Road, Inc."

Return to 318 Bear Hill Road, Suite 9, Waltham, MA 02451.

For information, contact Musicians of the Old Post Road at (781) 466-6694 or e-mail musicians@oldpostroad.org

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*An additional charge may apply if camera ready artwork is not provided. Faxed ads will not be accepted as "camera ready".