



## Program Book Advertising Opportunity

Reservation Deadline: September 15, 2011 • Final Copy/Payment Deadline: October 15, 2011

### A Unique Advertising Opportunity – the 2011-2012 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. This series has an established and excellent 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.

**Duration of circulation:** November, 2011 - April, 2012

**Expected circulation:** 4,500 (1,500 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 2011-2012 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, 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 concert venues, historical information about the Boston Post Road, and more. The program book is treasured by our audience members. They keep them, make notes in them, and review them for historic, educational, and advertising information throughout the year.

#### Rates (based on 8.5" x 7" full page size):

	<u>Standard</u>	<u>Subscriber Offer*</u>
• 1/8 page (1 <sup>3</sup> / <sub>4</sub> " high x 3" wide)	\$ 110	FREE
• 1/4 page (3 <sup>7</sup> / <sub>8</sub> " high x 3" wide)	\$180	\$70
• 1/2 page (3 <sup>7</sup> / <sub>8</sub> " high x 6" wide)*	\$300	\$190
• Full page (7 <sup>1</sup> / <sub>2</sub> " high x 6" wide)	\$485	\$375
Inside front cover	\$880	\$770
Inside back cover	\$740	\$630
Outside Back cover	\$880	\$770

\* Purchase a 1/2 page ad and larger and receive a free ad on our website!  
The ad will consist of your business logo with a live link to your website.

#### For information:

Call (781) 466-6694, or email [musicians@oldpostoad.org](mailto:musicians@oldpostoad.org)

#### To reserve space:

Fill out contract (on reverse side) and return to: 318 Bear Hill Road, Suite 9, Waltham, MA 02451

Advertising can also be purchased online at [www.oldpostroad/ad\\_order\\_form](http://www.oldpostroad/ad_order_form)

\* **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.



# Advertising Contract 2011-2012

Date \_\_\_\_\_

Please reserve advertising space as indicated below in the program book for the 2011-2012 Season of the *Musicians of the Old Post Road* concert series

• Advertising can also be purchased online at [www.oldpostroad.org/ad\\_order\\_form](http://www.oldpostroad.org/ad_order_form)

## 1 - Complete the form

Advertiser/business name \_\_\_\_\_

Contact person \_\_\_\_\_ Telephone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_

## 2 - Choose the ad size and ad type

Ad size \_\_\_\_\_ Ad type:  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  Artwork emailed to [musicians@oldpostroad.org](mailto:musicians@oldpostroad.org)

Space reservation - artwork will follow

Design my ad (add \$50 to base ad rate) - ad copy enclosed

## 4 - Sign the form and mail it before the deadline

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.

**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](mailto:musicians@oldpostroad.org)

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