



**2010–2011 Season  
A High Value Advertising Opportunity**

Support Sacramento’s *Outstanding Nonprofit of the Year* by advertising in the programs of the Sacramento Choral Society and Orchestra’s concerts at the UC Davis Mondavi Center and Cathedral of the Blessed Sacrament in Sacramento.

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**

**SACRAMENTO STAINED GLASS CONCERT**

*Cathedral Vespers*

Cathedral of the Blessed Sacrament  
Saturday, October 30, 2010 at 8:00 PM  
Artwork due: September 30, 2010

**MONDAVI CENTER CONCERTS**

*Home for the Holidays*

Saturday, Dec 11, 2010, 8:00 PM  
Sunday, Dec 12, 2010, 2:00 PM  
Artwork due: November 11, 2010

*Verdi Requiem*

Saturday, March 19, 2011 at 8:00 PM  
Artwork due: February 19, 2011

*Easy To Love*

Saturday, April 30, 2011 at 8:00 PM  
Artwork due: March 30, 2011

**Display Advertising Sizes And Rates**

Ad Size	Width	Height	Full Season program ad (5)	Full Season program ad (5) Special return buyers**	Single program ad	Single program ad Special return buyers*
Full page	4½ in.	7½ in.	\$1,700	\$1,600	\$400	\$360
Half page, horizontal	4½ in.	3½ in.	\$1,062	\$1,000	\$250	\$225
Third page, horizontal	4½ in.	2½ in.	\$637	\$600	\$150	\$135
Quarter page, vertical	2 in.	3½ in.	\$425	\$400	\$100	\$90

\*\*20% discount applied to total cost      \*10% discount applied to total cost

Note: The *Home for the Holidays* Program is same for both performances, two single ads must be purchased.

**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: mccormackd@csus.edu

For questions call Diane at 916 278-4816.

Fill out the form on the back and submit by mail.

## 2010–2011 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  Quarter page

Total Price - see table \$ \_\_\_\_\_.

Size	Full Season program ad (5)	Full Season program ad (5) Special return buyers**	Single program ad	Single program ad Special return buyers*
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### Advertising and full payment deadlines:

Concert	Concert Date	Deadline
Cathedral Vespers	October 30, 2009	September 30, 2010
Home for the Holidays	December 11, 2010	November 11, 2010
Home for the Holidays	December 12, 2010	
Verdi Requiem	March 19, 2011	February 18, 2011
Easy To Love	April 30, 2011	March 30, 2011

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@yahoo.com](mailto:scso2005@yahoo.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