



ADVERTISING RATES 2015-16

Silicon Valley's premier chorus, **THE CHORAL PROJECT**, offers your business unprecedented access to a targeted cultural audience. Placing an advertisement in our concert programs is a unique opportunity to promote your business to an older, affluent, cultural audience. Here's a snapshot of our audience:

- Approximately 3,000 concert-goers per season
- 64% female/ 36% male
- Aged 51 years older (76 %)
- Annual household income of over \$75,000 (66%)
- South Bay, Peninsula, and Santa Cruz residents

The Choral Project offers ad space in its 3 regular concert programs: Winter's Gifts (Dec), Art of Sound (Apr), and Earthsongs (Jun), as well as two special performances with opera legend Frederica von Stade (Feb).

Artwork Deadlines & Format:

- Winter's Gifts: November 18, 2016
- Street Requiem: January 23, 2017
- Art of Sound: March 27, 2017
- Earthsongs: May 15, 2017

Camera-ready ads should be FULL COLOR and must be received as TIF, JPG, or PDF files. No other formats will be accepted. If you do not have any camera-ready artwork or you have questions regarding any of the information above, please contact us.

e: advertising@choralproject.org
www.choralproject.org/advertise

SEASON ADVERTISERS: Please note, the same ad will run unless we are notified and receive new artwork before the deadline for each program.

CANCELLATIONS: Advertisers may cancel their advertisement before the ad submission deadline listed above. A full refund will be issued to the advertiser. No refunds will be issued for ads cancelled after the ad submission deadline without the approval of the Advertising Manager.

RIGHT TO REFUSE: The Choral Project reserves the right to revise, reject or cancel, in whole or in part, any advertising for any reason, including advertisements that advocate illegal actions or may be interpreted as defamatory, an invasion of privacy, fraudulent, obscene or a violation of the law.

FULL PAGE ADVERT

5" w x 8" h - \$125
(4 program discount \$450)

Half Page Advert

5" w x 4" h - \$80
(4 program discount \$275)

Quarter Page Advert

2.5" w x 4" h - \$50
(4 program discount \$160)



SINGING • CONNECTING • TRANSFORMING