

ADVERTISE IN THE 2012 CONCERT PROGRAM OF THE BERKELEY SYMPHONY

January 26, April 26 and two fall concerts

VIEW OUR CONCERT PROGRAM at

<http://www.berkeleysymphony.org/wp-content/uploads/2011/07/BerkSymphFall11.pdf>

Reasonable prices, outstanding name recognition, free tickets! AND support the arts.

We have a captive audience for our concerts in the grand Zellerbach Hall

- When you go to a concert, if you don't get a program, you rush to the usher to demand one. During the pre-concert wait, you peruse the program.
- At our concerts, *we do not turn out the lights* when the music begins to play, and *our audience flips through the program while listening.*
- Audience members have disposable income and spend it on the finer things in life (tickets are \$60/\$40).
- Imagine your present and future customers seeing your ad under those circumstances: beautiful music, impressive environment, surrounded by enlightened music lovers!
- The next time they need your services and look in the yellow pages, or pass your store, they recognize the name and know it stands for quality.
- We encourage donors, sponsors and subscribers to patronize our advertisers
- You can change your ad with each program book deadline (except for cover ads).
- We list your business and website link on our website
- **Advertisers receive FOUR COMPLIMENTARY TICKETS (\$240 value)**
- **AD DESIGN AND PRODUCTION INCLUDED (\$250 value)**
 - *Restaurateurs: note our **Dining Guide** and website "Restaurants" page and inquire about our **DINING REWARD'S PROGRAM COUPON BOOK.***

Selected demographics:

Age	
Under 45	- 16%
45-54	- 15%
55-64	- 28%
65-74	- 20%
75+	- 23%

Household Income

<\$50 K	- 21%
\$50-125K	- 50%
\$125K+	- 29%
Education	
Post College	- 67%
College	- 27%

Call **John McMullen**

(510) 652-3879 Fax: (510) 652-5646

BerkeleySymphonyProgramAds@gmail.com

□OVER FOR RATES □

BERKELEY SYMPHONY PROGRAM ADVERTISING

For Ad Sales **Contact:** John McMullen (510) 652-3879

BerkeleySymphonyProgramAds@gmail.com

2012 Season Advertisement Agreement and Insertion Order

Ad Placement: January 26, April 26 & our Two Fall Concerts

Advertiser:

Company _____ Contact (\$) _____

Address _____ Phone _____ Email _____

City _____ Zip _____ Need ad design and production (included in price)? YES NO

If NO, your designer's contact info:

NAME _____ Phone _____ Email _____

Size of Ad CHECK ONE	Dimension (Hz x Vt)	Single Insertion	Season 4 concert Rates	Placement: add \$100 Notes:
<input type="checkbox"/> FULL Page	4.75 x 7.25	\$450	\$ 999	
<input type="checkbox"/> TWO-THIRDS	4.75 x 4.75	\$350	\$ 799	
<input type="checkbox"/> HALF Pg HZ	4.75 x 3.50	\$300	\$ 699	
<input type="checkbox"/> HALF Pg VT (full column)	2.25 x 7.25	\$275	\$ 649	
<input type="checkbox"/> THIRD Pg HZ	4.75 x 2.25	\$250	\$ 599	
<input type="checkbox"/> THIRD Pg VT	2.25 x 4.75	\$200	\$ 549	
<input type="checkbox"/> DINING GUIDE	4.75 x 2.00	\$175	\$ 499	
<input type="checkbox"/> SIXTH Pg	2.25 x 2.25	\$150	\$ 399	

AD RESERVATION DEADLINE: DECEMBER 16 • Ad submission deadline: January 5

If producing your own ad, email ad according to specs to our designer

ANDREAS JONES at agraphics@earthlink.com phone 658-9811 ext 112

Copy changes and final approval by copy deadline. After Deadline: \$50.00 charge

Size of Ad (Hz or Vt) _____ Frequency: Programs covering concerts: 10/26, 12/8, 1/26, 4/26

Cost \$ _____ Terms: by credit card in full by credit card in 3 monthly payments by check in full

Berkeley Symphony is authorized to insert the above-described advertising. Advertiser is responsible for copy submission, and is paying for space reservation. If no copy or ad is submitted by the above deadlines, advertiser agrees to pay for reserved ad space listing advertiser's name, address, telephone number and support for the Symphony. If advertiser cancels ad, charges will be figured at the One Time rate for each program in which ad appears (after first ad, advertiser must notify in writing before deadline). Advertisers who advertise in at least three programs receive four complimentary tickets to be used on a seating-available basis with reservations made two weeks in advance of concert, and initial ad design.

MC/Visa/Amex # _____ Exp Date _____ Sec Code# _____

Card billed to different address?

_____ ZIP _____

Agreed to this date _____

Signature _____ Print name and title _____

Paying by check? send to: **BSO Ads c/o John McMullen, 740 Oakland Ave #208 Oakland CA 94611**