



Dear Business Owner:

We would like to thank all of the advertisers who have supported us over the last 25 years of bringing the music of the masters to the central coast. It has been a pleasure to work with you!

To inaugurate our second 25 years we are pairing music by two great masters at both our December 19 and May 15 concerts. "Of Shepherds and Angels" will compare and contrast the telling of the Christmas story by Maestros Johann Sebastian Bach and George Frederick Handel. Cantata No. 2 from Bach's Christmas Oratorio will be offered together with the Christmas portion of Handel's Messiah. In the spring, our concert will feature Igor Stravinsky's Symphony of Psalms along with Mozart's Mass in c minor.

The Master Chorale would like to offer you the opportunity to continue to support the arts in our community by purchasing advertising space in the Chorale's concert programs. Your support will make it possible for this outstanding musical group to continue its highly-acclaimed presentations. If you have not yet taken advantage of the opportunity to support the arts in our county, we invite you to do so now.

We recognize that we are in a time of economic uncertainty and we have structured our program advertising accordingly. For \$75, the price of dinner for two at a good restaurant, approximately 1,300 members of the community will see your advertisement in the Chorale's program. That means your advertising cost would be less than 6 cents per person. And, those who see your advertisement will know you support the performing arts in your community.

You may never have advertised in the print media and may not have camera ready art. The Chorale's graphic artists can create your advertisement for a nominal fee of \$15 per hour, or a flat fee of \$25. To help you visualize the differing sizes of our advertising space, examples of each size are included on the reverse. We would ask that you please try to adhere to these dimensions as closely as possible.

If you choose to support and promote the performing arts in our community, and the Master Chorale in particular, please fill out the attached form and give it to a Master Chorale member, mail it, or e-mail it to the address(es) found below.

Thank you for supporting the arts in San Luis Obispo County and thank you for helping to make our first 25 years a reality.

Vicki Ewart
Advertising Coordinator

Program Ad Order Form

Company Name _____

Address _____

City _____ Zip _____ Phone _____

Contact Person _____ FAX _____ E-mail _____

Size

- ~~Front or back inside cover~~ 7.5" x 10" \$500 **SOLD**
- Full page 7.5" x 10" \$400
- Half page (horizontal) 7.5" x 4.75" \$200
- Half page (vertical) 3.5" x 10" \$250
- Quarter page 3.5" x 4.75" \$150
- Business card (horizontal) 3.5" x 2" \$ 75
- Business card (vertical) 2" x 3.5" \$ 85

Make checks payable to : **Cuesta Master Chorale**

and mail to: Vicki Ewart
9470 Santa Clara Rd.
Atascadero, CA 93422

I do not wish to advertise at this time, but I would like to support Cuesta Master Chorale with a donation of \$_____.

The deadline to submit your advertisement is October 19th

Questions? Telephone Vicki Ewart at (805) 441-0860 or Carilyn Anderson (805) 238-7013 or e-mail vsing@charter.net



Cuesta College
San Luis Obispo, California 93403-8106 • (805) 546-3100

Half page (vertical) 3.5" x 10"

How to submit your advertisement

1. Submit your ad in one of these forms:
 - **Black and white** camera-ready artwork. (All submissions will be scanned at 200 dpi.)
 - Pagemaker or InDesign layout (Win or Mac) on CD or flash drive. (Please be sure to include any embedded fonts.)
 - *.jpg or *.tff graphic.
 - **Print-quality** pdf
2. **Be sure your artwork conforms to the sizes listed and displayed on this page.**
3. Submit your material no later than **19 October** by mail, e-mail or in person.

All submissions *must* include a completed advertisement form, your check for the appropriate amount, and your artwork as described above. Advertisements may be given to a Chorale member or mailed. You may e-mail your advertisement if using graphic or pdf format under 10Mb. For larger files, please contact vsing@charter.net for instructions.

Quarter page 3.5" x 4.75"

Half page (horizontal) 7.5" x 4.75"

Business card (Horizontal) 3.5" x 2"

Business card (Vertical) 2" x 3.5"