



# Program Advertising Rate Card

2000-2001 Season

**WHO:** The Rose City Chamber Orchestra is one of Portland's most highly respected community chamber orchestras. We are unique due to the fact that the musicians run the orchestra themselves. The Orchestra does not have a permanent music director, but instead invites in up-and-coming conductors from around the country. The orchestra a not-for-profit organization with a volunteer board of directors.



**WHAT:** A program book will be published and distributed to our audiences five times this season. Your ads will appear before approximately 1000 over the season.

**WHEN:** Artwork will be accepted for each individual concert up to 2 weeks prior to the concert date. Artwork for an entire season (five concerts) may begin with any concert.

**WHY:** Purchasing an ad in our season programs is an inexpensive way to promote your business to a diverse and active clientele. It also shows to our audience that as a business member you care about the arts and your community.

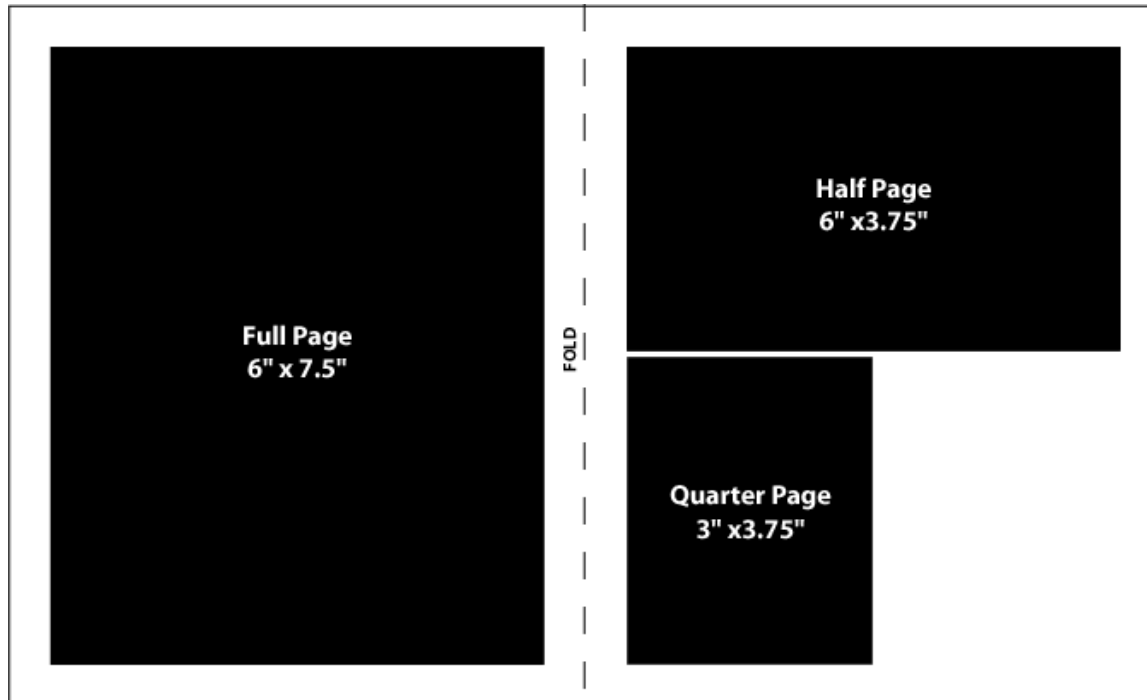
**HOW:** Just let us know what size advertisement you would like to place and send us your camera-ready advertisement by the deadline. If you do not have camera-ready artwork or a business card available, we can create the artwork for you from a simple sketch design. We are happy to work with you! *(For artwork related issues, contact Peter Hildebrandt (503) 284-3495.)*

## Rates

Full sponsorship for a single concert	<b>\$5,000</b> – Includes your company name on all press releases, posters, postcards, etc. You will also be mentioned verbally at the start of the concert.
Half sponsorship for a single concert	<b>\$2,500</b> – Includes your company name on all press releases, posters, postcards, etc.
Full page, back of program (6" x 7.5")	\$175 per insertion or \$700 per season
Interior full page (6" x 7.5")	\$125 per insertion or \$500 per season
Half page (6" x 3.75")	\$85 per insertion or \$340 per season
Quarter page (3" x 3.75")	\$50 per insertion or \$200 per season

**TERMS:** The inside back cover and back cover are filled in the order sold and cannot be guaranteed. Payment is required at the same time as artwork submission.

**ARTWORK REQUIREMENTS:** Artwork should fit in one of the sizes below.



- The preferred format is line art such as PDF, EPS, or Adobe Illustrator.
- An acceptable format is a bitmap such as JPEG, BMP, TIFF, or Adobe Photoshop. Bitmaps should be 300 to 600 dots per inch (a 3-inch wide advertisement should have at least 900 dots across).
- Although color artwork is fine, programs (and therefore advertisements) are printed in grayscale.
- If no artwork is available, send printed copies of your logo(s), any original photographs, the text you would like in the advertisement, and a hand drawn sketch of the layout.

**ARTWORK SUBMISSION:** Mail artwork to:

Program Artwork  
Rose City Chamber Orchestra  
2338 NE 32<sup>nd</sup> Ave.  
Portland, OR 97212

**PAYMENT INFORMATION:** Make checks payable to Rose City Chamber Orchestra. Checks are due before first printing. They should be mailed to:

Advertising  
Rose City Chamber Orchestra  
P.O. Box 6652  
Portland, OR 97228-6652

A receipt will be mailed to you.