



Charlotte Civic Orchestra
 P.O. Box 11334
 Charlotte, NC 28220-1334
 (704) 344-0098
 www.CharlotteCivicOrchestra.org

Dear Business manager,

The Charlotte Civic Orchestra is planning our upcoming concert season. We are selling print and online ads in the orchestra concert program and emails. It is for a good cause: The Charlotte Civic Orchestra is a 501c3 non-profit volunteer based organization that has been playing for 29 years around the area. We sold out our last Christmas concert and filled several other of our concert venues, and plan to do the same again this year.

Our fine arts and classical music attract a diverse audience, but our core following is mainly upper middle class clientele. It is a captive audience and we only have a few short pages in the printed color program, so they will surely see your ad for a long duration. Coupons or an incentive may help generate interest in your business or a graphic and slogan.

CCO Concert Season Ad Pricing by size:

- A: 1/3 page (2.75" tall x 5.25" wide) \$250
- B: 1/2 page (4" tall x 5.25" wide) \$500
- C: Full Inside page (8.25" tall x 5.25" wide) \$900
- D: Full Back page (8.25" tall x 5.25" wide) \$1500
- (limited availability)
- E: Online banner ad in CCO email announcements (800px x 200px) \$1000 - in 4 email distributions

| | |
|--|---|
| <p>A. Third Page 2.75" x 5.25" \$250</p> | <p>Full Page 8.25" x 5.25"</p> <p>C. Inside Panel \$900 D. Back Cover \$1500</p> |
| <p>B. Half Page 4" x 5.25" \$500</p> | |

FAQ Information:

- Our performance season consists of 4 main concerts throughout the year – Fall, Christmas, Spring, and Summer.
- If you join our season advertising now, you will get ads places in the next 4 upcoming concert events.
- Program page panels are 8.5" tall x 5.5" wide inches each (8.5"x11" letter paper in landscape folded in half for two panels per sheet) with a margin around the edge.
- Programs are in full color on medium weight stock.
- Subject matter recommendation - ads may mention their business support the orchestra, the arts, or love music, or use a graphic that is musical to match the spirit of the event such as baroque art, music note, treble-clef, violin, or the business logo itself.
- Coupons may be incentive for patrons to visit your business.
- We will bill with an invoice to be paid within 30 days
- We can make a simple ad using your business logo and text, or use an ad graphic that you provide from your own marketing. *.Jpeg, *.Gif, *.Png, or *.Pdf file formats are acceptable
- Please submit artwork to our marketing director Advertisement@CharlotteCivicOrchestra.org
- Prepayment is preferred. If you require Invoice to be billed, a 25% deposit is required to be paid up front, and invoice must be paid in full 30 days prior to first print date.



Charlotte Civic Orchestra
P.O. Box 11334
Charlotte, NC 28220-1334
(704) 344-0098
www.CharlotteCivicOrchestra.org

Charlotte Civic Orchestra Program Advertisement Order Form – (form also available online on our website)

1. Choose an Ad Size and price

- A. 1/3 page (2.75" tall x 5.25" wide) \$250
- B. 1/2 page (4" tall x 5.25" wide) \$500
- C. Inside page (8.25" tall x 5.25" wide) \$900
- D. Back page (8.25" tall x 5.25" wide) \$1500 (limited availability – confirm with office)
- E. Online banner ad in CCO email announcements (800px x 200px) \$1000 - in 4 email distributions

2. Advertising Business Info

Business Name:

Website:

3. Business Decision Maker - Contact Info for further discussion as needed (manager/owner/etc)

Contact Name:

Phone:

Email:

Approval Signature _____

Date _____

4. Invoice Billing Information – Prepayment is preferred. If you require Invoice, a 25% deposit to be paid up front, and invoice must be paid in full 30 days prior to first print date.

Name:

Mailing Address:

Phone:

Email:

Prepay in full Deposit + Invoice to be billed Deposit Amount \$ _____

5. Graphics - Will you be providing an advertisement graphic, or do you need assistance for us to design an ad to your specification? Email attachments as *.png graphic format are recommended, alternatively *.jpg or *.gif or *.pdf are accepted.

Provide print ready ad

CCO will help you design a simple ad featuring your logo

Please attach or send any text and graphics to our Marketing department graphic artist via email

Advertisement@CharlotteCivicOrchestra.org Deadline to submit ad artwork is three weeks prior to a concert.

6. Marketing/Graphics Contact (optional): Contact info for your marketing / graphic design representative if different from above contacts:

Name:

Phone:

Email:

7. Other Notes (use back if needed):