



CLASSIC CHAMBER CONCERTS PLAYBILL ADVERTISING
(239) 434-8505 Info@ClassicChamberConcerts.org

Marketing Rule # 18: It takes **6** “touches” to capture a prospect’s attention. That means you need to be in front of your target audience at least 6 times just to be seen!

**Advertise in the Classic Chamber Concerts Playbill &
Be in Front of Your Target Market at Least **7** Times!
plus...
You Will be Featured on Our Website All Year Long!**

This package offers excellent exposure for your business. Last season, every concert was sold out! Don’t miss this opportunity to reach our loyal subscribers.

CCC is THE HIT Ticket in Naples!

A FOUR-COLOR GLOSSY PROGRAM
(Includes featuring your logo, with a link, on our website)

<u>COLOR</u>	<u>AD SIZE-</u> (width X height)	<u>COST</u>
Full page ad	BACK COVER (PREMIUM)(5 ½" X 8 1/2"with bleed)	\$2,500
Full page ad	CENTER-LEFT (Premium)(5" X 8"-live area, no bleed)	\$1,500
Full page ad	Premium Locations*	\$1,500
Full page ad	5" X 8"(live area, no bleeds)	\$1,000
Half-page ad	5" X 3 15/16" (live area, no bleeds)	\$ 500
Quarter-page ad	5" X 2 7/16" <u>OR</u> 2 3/8 X 3 7/8" (live area no bleeds)	\$ 250

The prices shown above are based upon ads submitted digitally to Info@ClassicChamberConcerts.org. PDF files are preferred, with fonts and graphics embedded. The following software is also supported: PageMaker, CorelDraw version 9.0 or earlier, Illustrator 10 or earlier, Quark 5 or earlier or, InDesign files with graphics and fonts included. (Graphics must be at least 300 DPI at the final size) Please include a copy of the ad for reference purposes. Upon receipt of an ad that is not “*print ready*”, the advertiser or agency will be charged for all work to prepare ad, including layout, typesetting, etc. Classic Chamber Concerts reserves the right to reject any copy not deemed suitable for publication. The position of the advertisement will be determined by the printer and Classic Chamber Concerts unless a premium location* was selected and paid.

*Premium location is defined as one of FOUR (4) locations within the program: Inside front cover, outside back cover, inside back cover and left side of center-fold. **ALL PREMIUM LOCATIONS MUST BE FULL PAGE COLOR ADS.**

Please call or email to reserve your space.

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