

MUSICA SACRA

2016-2017 57th season

Mary Beekman, Artistic Director

September, 2016

Musica Sacra is celebrating its 57th season this year!

This year we will present four programs of music at our beautiful performance venue in Harvard Square. If you would like to tell every member of our audience about your business, then please consider advertising in our concert programs for the 2015-2016 season. Advertising with Musica Sacra gives you the chance to reach potential customers in Boston, Cambridge, and surrounding areas and reinforce relationships with existing customers who will recognize your contribution to the arts.

Who attends Musica Sacra's concerts?

The typical Musica Sacra patron is a highly educated individual with an above-average income and a passion for fine art. Our most avid audience members are also donors to one or more arts organizations, including Musica Sacra, and are actively involved in their community through volunteering or charitable contributions.

Approximately 35% to 40% of our patrons live in Boston or Cambridge, although a sizable number of ticket buyers live elsewhere in the metro area, including—but not limited to—Arlington, Belmont, Waverly, Somerville, Medford, Winchester (19%); Brookline, Newton, Wellesley, Needham, and Weston, Wayland, and Sudbury (11%); Waltham, Lexington, Concord and Acton (8%); North Shore communities (5%); and other metro-Boston towns (25%).

Promote your business while supporting the arts in your community

Advertising in the Musica Sacra concert program is an excellent and affordable way to promote your business while supporting the arts. The 200 - 400 patrons seated in the music hall for two hours will see your advertisement multiple times and will remember you fondly as a supporter of their favorite music. Meanwhile, your advertising dollars will be put to work supporting our community's arts.

Sincerely,

Anne Riesenfeld, Executive Director

**Post Office Box 381336
Cambridge, MA 02238-1336
Telephone: 617-349-3400
E-mail: info@musicasacra.org
www.musicasacra.org**

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Affordable rates and volume discounts

Our advertising rates are among the most affordable in the Boston arts community. Our 57th anniversary program booklet will reach well over 1,000 arts lovers this season.

And please note: *full-season advertisers receive four ads for the price of three!*

Size	Dimensions (width x height)	Price per concert	Full Season Discount
Full-page	6 inches x 7.5 inches	\$233.00	\$700.00
Half-page	6 inches x 3.625 inches	\$150.00	\$450.00
1/4-page	2.875 inches x 3.625 inches	\$ 75.00	\$225.00

Also available:

Full-page back cover in full color: \$900 for the full season (SOLD)

Full-page inside front and back cover in b/w: \$750 for the full season

(Artwork for the program cover will remain the same for the full season. The submission deadline is September 26, 2016.)

Please place your order today! And thank you for supporting the arts of Cambridge and Boston.

Artwork Specifications

Artwork may be sent in the following file formats: PDF with all fonts embedded; Photoshop Tif or jpeg with a resolution of 300 dpi.

All artwork should be sent via e-mail to **Anne Riesenfeld** at ariesenfeld@musicasacra.org.

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YES! I would like to purchase advertising space in Musica Sacra's 2016-2017 concert season programs.

In which concert programs would you like to advertise?*

_____ **All four programs** (*Get four ads for the price of three!*)
(Deadline for space reservation/payment and ad submission: October 1)

_____ **October 22, 2016, In Music Is Such Art, Celebrating Shakespeare**
(Deadline for space reservation/payment and ad submission: October 1)

_____ **December 10, 2016, Baroque Christmas**
(Deadline for space reservation/payment and ad submission: November 18)

_____ **March 11, 2017, Handel's 'Israel in Egypt'**
(Deadline for space reservation/payment and ad submission: February 10)

_____ **May 13, 2016, A Choral Bestiary**
(Deadline for space reservation/payment and ad submission: April 20)

*Artwork for the program cover will remain the same for the full season; the submission deadline for advertising on back cover and inside pages is September 23, 2016.

Company Name: _____

Contact Name: _____

Daytime Phone: _____ **E-mail:** _____

Address: _____

City: _____ **State:** _____ **ZIP:** _____

Ad Size: _____

Amount Due: _____

Payment Method: Check _____ Credit Card _____

Payment in full must accompany your reservation.

Please make your check payable to 'Musica Sacra'.

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