



Concerts at St James's • Vaughn Mauren, Artistic Director

St James's Episcopal Church • 19 Walden Street • West Hartford, CT 06107

Invitation to Advertise in Spring 2019 Concert Series Programs

Dear Neighbor,

Concerts at St James's is pleased to announce a new concert series at St James's Episcopal Church in downtown West Hartford. We are looking forward to adding to West Hartford's vibrant cultural scene with musical programs of the highest quality for the enrichment and refreshment of the community.

For the first time, we are offering opportunities to local businesses and organizations to advertise in our concert programs. Our concerts attract a growing, engaged, active audience from the Greater Hartford region who enjoy a wide range of interests and activities. They enjoy looking at our professionally-designed program books and usually take them home to peruse further after a concert. We hope you will consider taking advantage of this opportunity to connect with our audience.

Please review this Program Advertising Guide to see what we offer, including:

- A range of ad sizes and affordable prices designed to suit every budget
- Options to run your ad in one, two, or three programs
- Option to place a single ad for the whole series, or run a fresh ad for each program
- Design service – No designer on staff? We can design your ad for a small additional fee.
- Discounts on tickets to the April 2 concert by the Vienna Boys Choir for advertisers who purchase Premium or Standard ads in the program book for that concert.

The 2019 spring season includes three concerts:

Sunday, February 24, 2019, 4:00pm – Cellist Owen Young (member of the Boston Symphony Orchestra) and pianist Alan Murchie in recital.

Saturday, March 9, 2019, 7:00pm – Choral Music of Felix Mendelssohn, performed by the Choir of St James's Episcopal Church with members of the Hartford Symphony Orchestra.

Tuesday, April 2, 2019, 7:00pm – The world-famous Vienna Boys Choir in concert - a rare Hartford-area appearance!

Your ad is a highly-visible indicator of your support for the arts in our community.

If you have questions or need further information, please contact me. We hope to see you at every concert and special event!

Sarah Hager Johnston

Director, Marketing and Communications, Concerts at St James's
concerts@stjameswh.org • 860-676-2228



Concerts at St James's ♦ Program Advertising Guide

Thank you for supporting Concerts at St James's with your program ad! We make it easy, in three steps:

1 – SELECT YOUR ADVERTISING SPACE AND PLACEMENT

We are pleased to offer four options for display ads in our professionally-designed program books for concerts on February 24, March 9, and April 2, 2019:

Your Advertising Choices	AD SIZE Dimensions in inches	3 events	2 events	2 events	1 event
		All Three Concerts Feb Mar Apr	Vienna Boys Choir Apr 2 <i>plus</i> Feb 24	Vienna Boys Choir Apr 2 <i>plus</i> Mar 09	Vienna Boys Choir <i>only</i> Apr 2
PREMIUM ADS – Check with us on availability before you register or send payment!					
Back cover outside SOLD	7.5" w x 10" h	\$500	\$475	\$475	\$450
Back cover inside	7.5" w x 10" h	\$350	\$325	\$325	\$300
Front cover inside SOLD	7.5" w x 10" h	\$350	\$325	\$325	\$300
STANDARD ADS					
Full page inside	7.5" w x 10" h	\$275	\$250	\$250	\$225
Half page horizontal	7.5" w x 5" h	\$150	\$140	\$140	\$125
COMPACT ADS					
Quarter page <i>vertical</i>	3.75" w x 5" h	\$80	\$70	\$70	\$60
Eighth page (business card)	3.75" w x 2.5" h	\$45	\$40	\$40	\$35
Reservation, payment, and ad copy due by:		February 15	February 15	February 25	March 15

Outside Back Cover OR Inside Back Cover OR Inside Front Cover 7.5" w x 10" h Check for availability	Inside Full Page 7.5" w x 5" h	Inside Half Page horizontal only 7.5" w x 5" h	
		Quarter Page vertical only 3.75" w x 5" h	Business Card horizontal 3.75" w x 2.5" h
			Business Card horizontal 3.75" w x 2.5" h

2 – RESERVE YOUR AD SPACE AND MAKE YOUR PAYMENT

RESERVE YOUR AD SPACE: Note the due dates on the registration form. Email the completed registration form to concerts@stjameswh.org. This document and form are also available at <http://stjameswh.org/about/music-choir/concerts-at-st-james> (Save, print, complete, scan to PDF, email.) Be sure it's legible! **Hoping for a premium ad?** Check with us for availability, as these spaces sell quickly. **Missed the deadline to register?** Contact us to see if space remains. We can find a place for your ad! **Need help? Have questions?** Call or email.

MAKE YOUR PAYMENT: Note the due dates on the registration form. **Two steps:** 1) Email your completed reservation form to concerts@stjameswh.org **AND** 2) Mail a printed copy of the form with your check to Concerts at St James's, 19 Walden Street, West Hartford CT, 06107.

3 – SUBMIT YOUR AD COPY

All advertisements must be:

- **Delivered via email** to concerts@stjameswh.org. Note the due dates on the registration form. If your files are too large to email, use a secure storage site such as Dropbox and email the link to concerts@stjameswh.org with an explanatory note.
- **Properly formatted** (dimensions) for the ad space you have selected. We can accept only ads that meet the dimensions shown in this guide and on the reservation form.
- **Digital only, high-resolution images (minimum 300 dpi)** in JPG, or PNG, or PDF formats. We cannot accept paper ad copy sent by postal mail, and we cannot accept scans of business cards or other images.

The program books will be printed in full color; you may submit your ad in color or in black & white.

Don't have an ad ready? No designer on staff? We can design a simple ad using your text, logo, images, and other content. We will send the advertisement to you for review prior to publication. Just check the "Please design my ad" option on the agreement form, and send your materials when you submit your completed form. Be sure to include the design fee: \$75 for premium; \$50 for standard; and \$25 for compact. Send high-resolution graphics and images, so we can help you look good!

Submit one ad for the whole season, or refresh for any program. If you have reserved space for more than one program book, you may send one ad for the whole spring season, or send a fresh ad for any book. Check the box on the reservation form to let us know, and send your fresh ad copy to meet the due dates.

Let us say "Thank you!"

When you purchase a Premium or Standard ad in the program book for the Vienna Boys Choir on April 2, 2019, whether for that event alone or in combination with other events, we will send you a private code by which you may purchase up to four discounted preferred seating tickets for that event. Because we are anticipating a sold-out event, *these discounted tickets must be purchased by March 1, 2019.*

Premium ads: Inside or outside covers

Standard ads: Full inside page or half inside page



TERMS AND CONDITIONS • Content and Copyright. When you submit your agreement and payment, you assume full responsibility for all content and design of ads you submit for publication, and for content of the material you submit for use in an ad designed by Concerts at St James's on your behalf, and you affirm that all text, images, and other content are owned by you, or in the public domain, or used with permission from the copyright holder(s). Concerts at St James's shall not be responsible for any errors, omissions, or liabilities arising from content or images included in ads or ad copy submitted by advertisers. **Payments and Cancellations.** Payment is required in full before publication. You may cancel your advertisement(s) 30 days before the event for which you purchased ad space. No refunds can be issued for cancellations received after that date. No partial refunds can be made for mid-season cancellations. If your ad promotes events that have passed when the book goes to press and you have not supplied a fresh ad, we will not publish the obsolete ad. No refunds can be made in this case. **Right to refuse.** Concerts at St James's reserves the right to refuse any advertisement for any reason. We cannot accept advertisements for events that take place on the same date(s) as Concerts at St James's events.



Concerts at St James's ♦ Program Advertising Reservation

- 1 – RESERVE YOUR AD SPACE:** Email this completed form to concerts@stjameswh.org. This document and form are also available at <http://stjameswh.org/about/music-choir/concerts-at-st-james> (Save, print, complete, scan to PDF, email.) See due dates below. For premium ads, contact us to check for availability before registering or sending payment.
- 2 – MAKE YOUR PAYMENT:** Print the completed form and mail with your check (made out to St James's Episcopal Church) to Concerts at St James's, 19 Walden Street, West Hartford CT, 06107. See due dates below.
- 3 – SUBMIT YOUR AD COPY:** Send high-resolution (minimum 300dpi) *digital files* (PDF, JPG, PNG) in the proper dimensions to concerts@stjameswh.org. See due dates below. Do not send ad copy by postal mail.
- 4 – QUESTIONS?** Contact us at concerts@stjameswh.org or 860-676-2228. Thank you!

YOUR CONTACT INFORMATION (all items required)						
Business or Organization		Your Name				
Street Address		Phone				
City, State, ZIP						
Email						
YOUR ADVERTISING CHOICES – Check the box	Dimensions in inches	All Three Concerts Feb Mar Apr	VBC <i>plus</i> Feb 24 concert	VBC <i>plus</i> Mar 09 concert	Vienna Boys Choir <i>only</i> Apr 2	AMOUNT
Important! Reservations and payment due by:		Feb 15	Feb 15	Feb 25	Mar 15	
PREMIUM ADS (Check for availability before registering or sending payment)						
Back cover outside SOLD	7.5" w x 10" h	<input checked="" type="checkbox"/> \$500	<input checked="" type="checkbox"/> \$475	<input checked="" type="checkbox"/> \$475	<input checked="" type="checkbox"/> \$450	\$
Back cover inside	7.5" w x 10" h	<input type="checkbox"/> \$350	<input type="checkbox"/> \$325	<input type="checkbox"/> \$325	<input type="checkbox"/> \$300	\$
Front cover inside SOLD	7.5" w x 10" h	<input checked="" type="checkbox"/> \$350	<input checked="" type="checkbox"/> \$325	<input checked="" type="checkbox"/> \$325	<input checked="" type="checkbox"/> \$300	\$
STANDARD ADS						
Full page inside	7.5" w x 10" h	<input type="checkbox"/> \$275	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250	<input type="checkbox"/> \$225	\$
Half page horizontal	7.5" w x 5" h	<input type="checkbox"/> \$150	<input type="checkbox"/> \$140	<input type="checkbox"/> \$140	<input type="checkbox"/> \$125	\$
COMPACT ADS						
Quarter page <i>vertical</i>	3.75" w x 5" h	<input type="checkbox"/> \$80	<input type="checkbox"/> \$70	<input type="checkbox"/> \$70	<input type="checkbox"/> \$60	\$
Eighth page (business card)	3.75" w x 2.5" h	<input type="checkbox"/> \$45	<input type="checkbox"/> \$40	<input type="checkbox"/> \$40	<input type="checkbox"/> \$35	\$
YOUR AD COPY AND DUE DATES						
Important! Ad copy and instructions due by:		Feb 15	Feb 15	Feb 25	Mar 15	
<input type="checkbox"/> I will send digital ad copy that meets all requirements via email by the due date shown.						
<input type="checkbox"/> I've reserved space in more than one program and will provide fresh ad copy for each program.						
<input type="checkbox"/> Please design my ad for the fee shown below. I will send graphics and text by the due date.						
→ Add design fee: <input type="checkbox"/> \$75 Premium <input type="checkbox"/> \$50 Standard <input type="checkbox"/> \$25 Compact						\$
TOTAL DUE:						\$
<input type="checkbox"/> I'm interested in sponsoring a program or helping to underwrite a concert. Please contact me.						
<input type="checkbox"/> (Required) I agree to the terms and conditions set forth in the advertising guide.						
Signed:				<i>Note: When you return this agreement via email, your email message serves as your signature.</i>		

Two steps to place your ad: 1) Email this completed form to concerts@stjameswh.org and 2) Print this completed form and mail with your check (made out to St James's Episcopal Church) to Concerts at St James's, 19 Walden Street, West Hartford CT, 06107. Thank you!