

Advertising with WCMS will reach educated, affluent and socially active audiences throughout Worcester County, exactly the demographic you are trying to reach.

With 9 months of exposure during our series of 14 concerts, your ad will be seen by over 1000 patrons! Our program books are distributed at 6 venues in the towns of Worcester, Harvard and Whitinsville.



New this year—**CAFE SERIES AT THE PEOPLE'S KITCHEN RESTAURANT.** Your ad will be seen by young, upscale professionals at Worcester's newest Niché Hospitality restaurant.

Purchasing an ad supports our educational programs in the public schools as well as our annual Free Family Concert in Mechanics Hall.

Support the Arts and enhance your visibility by advertising with an ensemble that *"deserves the accolades and the devoted following it has already attracted."* - Worcester Telegram



WORCESTER CHAMBER MUSIC SOCIETY

*Our Audience
Could Be Yours*



Advertise in our 2011-2012 Season
Program Book

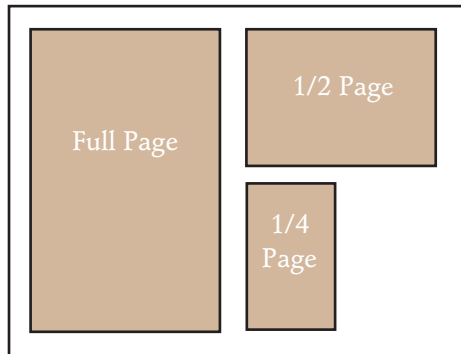
AD SPECIFICATIONS

Full page: 4.75" w x 7.75" h

Half page: 4.75" w x 3.75" h

Quarter page: 2.25" w x 3.75" h

Folded Booklet Size: 8 3/8" x 5 3/8"



Printer Ready Ad Requirements:

- Quark 7 or lower, with supporting font and graphic files
- Illustrator CS3 or lower
- Photoshop CS3 or lower
- PDF files—high resolution, black and white or greyscale format for those with black and white ads
- Photos—minimum of 300 dpi

Don't Have a Printer Ready Ad?

Send us the following and we'll create ad ad for you:

- Graphics—Hardcopy or high resolution electronic logo in jpeg. or tif. format and/or 300 dpi. or hardcopy photos
- Text—Microsoft Word .doc or hardcopy

How to Submit Ad Materials

- E-mail to ldagnello@gmail.com
- Postal Service mail for CD, Flash drives, or hardcopy materials

2011 – 2012 AD RATES

Size	Black & White	4-color
Full Page	\$275	\$525
Half Page	\$200	\$275
Quarter Page	\$100	\$125

Inside front back cover & outside cover 10% additional cost.

ALL ADS INCLUDE A DIRECT LINK ON OUR WEBSITE.

*Become a WCMS Business Partner.
Make a tax deductible donation of \$200 or more
and receive a 20% discount on your ad.*

Ad Reservations: July 31, 2011

Ad Deadline: August 7, 2011

SUPPORT ARTS AND CULTURE IN WORCESTER COUNTY!

Please make checks payable to:
Worcester Chamber Music Society

Mail Reservation form to:
Worcester Chamber Music Society
PO Box 21001, Worcester, MA 01602

Please Send Ad Materials to:
Linda Dagnello
4 Burgess Road, Worcester, MA 01609
ldagnello@gmail.com



RESERVATION FORM

Company Name: _____

Contact/Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Website: _____

Business partner Donation: _____

Ad Price: _____ B&W _____ Color _____

Authorized Signature: _____

Please Print Name: _____

Date: _____

Email: _____

- Please use last year's ad
- Please use last year's ad with changes as noted
- I will provide camera ready art according to specifications.
- I would like WCMS to design my add for an additional cost (to be determined).

I wish to pay by:

- Check (*make payable to*)
Worcester Chamber Music Society
- Visa/Mastercard only (*circle one*)

Name on card: _____

Card Number: _____

Exp. Date: _____ CSV Code: _____

Signature: _____