



# SUMMERMUSIK

CINCINNATI CHAMBER ORCHESTRA | FESTIVAL



## PROGRAM BOOK RATE CARD

FOR ADDITIONAL INFORMATION, CONTACT:

Ralf Ehrhardt, Finance Director/Senior Grant Writer  
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# AUDIENCE PROFILE

## CONNECT WITH THE TRI-STATE'S AFFLUENT CONSUMERS

The Cincinnati Chamber Orchestra Summermusik Program Book reaches your potential customers, high-end consumers wielding buying power for themselves and the organizations they represent, as well as influence in both their professional and personal communities. Advertising in our Summermusik Program Book provides you direct access to a wealthy and highly-educated market segment. Our audience members are uniquely receptive to your marketing message as they experience the transformative power of chamber orchestra and chamber ensemble performances in a variety of intimate venues across Greater Cincinnati.

Summermusik patrons...

Live in affluent neighborhoods in Greater Cincinnati, with particularly high concentrations in Hyde Park, Mt. Lookout, Indian Hill, Downtown, Montgomery and Blue Ash; 95% have completed advanced education; 57% have graduate or post-graduate degrees; 44% have household incomes of over \$100,000.

Summermusik patrons are social and sophisticated consumers. They enjoy an active lifestyle, including fine dining, shopping, traveling and entertaining in their homes. Summermusik's Chamber Crawl series is targeted at our growing young professional audience, ensuring your message will reach tomorrow's most influential decision makers.

## THE SUMMERMUSIK PROGRAM BOOK

This year, the Cincinnati Chamber Orchestra continues its tradition of creating beautiful, informative program books for all guests of our Summermusik performances. Our program book is available in printed and digital format, which allows our guests to access the program book long after the season has ended.

The Summermusik program book is filled with information about guest artists and conductors, informative background essays on the repertoire selections, and stunning season artwork. The program book format and quality are first-rate and create a beautiful showcase for your company.

Based on enthusiastic reviews and audience comments from previous seasons, we expect to welcome more than 3,000 attendees to our events.

## DIGITAL ADVERTISING

The Cincinnati Chamber Orchestra is also offering digital advertising options. This includes one-time banner ad placements, or a sponsored email blast sent to our email list of 4,500 addresses. You may also advertise with us on social media reaching an audience of 5,000 combined followers across platforms.

## TECHNICAL SPECIFICATIONS

### SUBMITTING FILES

We accept ads as Acrobat .pdf (high resolution, printer quality) or Photoshop .eps files. All files must be CMYK or grayscale; no Pantone colors, please. All fonts must be included (both printer and screen). All images and graphics must be included at a resolution of 300 dpi. Please send your files to [info@ccocincinnati.org](mailto:info@ccocincinnati.org).

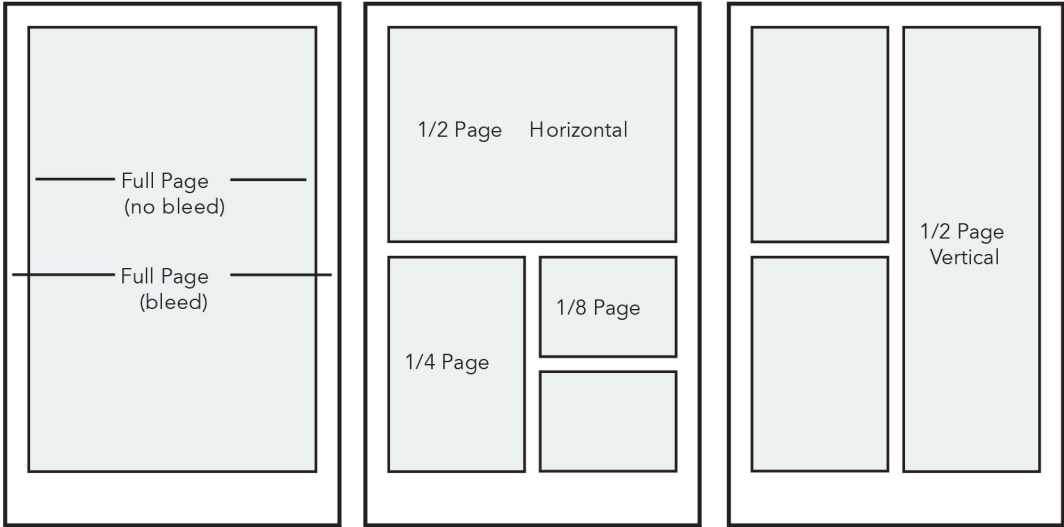
### FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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SPECIFICATIONS

Final trim size of program book: 7.5w x 10.5h



4-COLOR ADS

SIZE	RATE	MECHANICALS (width x height in inches)
Double-Page Spread (bleed)	\$5,000	15w x 10.5h (add 1/8 inch bleed all around)
Inside Back Cover (bleed)	\$2,000	7.5w x 10.5h (add 1/8 inch bleed all around)
Inside Front Cover (bleed)	\$2,000	7.5w x 10.5h (add 1/8 inch bleed all around)
Full Page, Premium Position (bleed)	\$1,750	7.5w x 10.5h (add 1/8 inch bleed all around)
Full Page (bleed)	\$1,500	7.5w x 10.5h (add 1/8 inch bleed all around)
1/2 Page (horizontal)	\$750	6.5w x 4.75h
1/2 Page (vertical)	\$750	3.125w x 9.5h
1/4 Page (vertical)	\$500	3.125w x 4.75h
1/8 Page (horizontal)	\$350	3.125w x 2.25h

1-COLOR ADS

Full Page (bleed)	\$1,250	7.5w x 10.5h (add 1/8 inch bleed all around)
1/2 Page (horizontal)	\$550	6.5w x 4.75h
1/2 Page (vertical)	\$550	3.125w x 9.5h
1/4 Page (vertical)	\$350	3.125w x 4.75h
1/8 Page (horizontal)	\$250	3.125w x 2.25h

DIGITAL ADS

Dedicated sponsored email & social media post	\$700
Dedicated sponsored email	\$600
Top Banner	\$200/each, 610x380px
Lower Banner	\$150/each, 610x380px