

# Nashua Chamber Orchestra

## 2011 - 2012 Concert Program Book Ad Rates

Ad Size		Full Price	Discount "A"	Discount "B"
Cover *	4 1/2" x 7 1/2"	\$240	\$220	\$200
Full Page	4 1/2" x 7 1/2"	\$200	\$180	\$165
1/2 Page	4 1/2" x 3 3/4"	\$125	\$115	\$105
1/3 Page	4 1/2" x 2 1/2"	\$100	\$90	\$85
1/4 Page	4 1/2" x 1 7/8"	\$75	\$70	\$65
Business Contributor Listing		35+	No Discount	No Discount

Note: A 1/4 page ad is equal to a business card size.

\* Cover ads are subject to availability. Please inquire.

### Guidelines for Program Advertisements

1. All ads, ad orders and pre-payments are due by Friday, October 21, 2011
2. Camera ready (i.e. ready to print) ads are preferred. Business cards are considered camera ready if they are light color background with dark/black type. Foil or plastic cards cannot be used. Cards with photos don't work too well.
3. Handwritten and typewritten copy or changes to existing ads may be submitted. The typesetting is an additional \$15 for 1/4 or 1/3 page ads, and \$25 for 1/2 or full page ads.
4. We will design simple ads for an additional fee of \$25 for 1/4 or 1/3 page ads, and \$40 for 1/2 and full page ads. Please call and plan to provide materials by 10-7-11 to allow time for review.
5. Business Contributions of \$35 or more are recognized in our Concert Program Books.
6. Use DISCOUNT "B" (lowest price) Column When Paying by October 21st.  
AND You are a Continuing Advertiser.
7. Use DISCOUNT "A" Column when EITHER Paying by October 21st.  
OR You are a Continuing Advertiser
8. For more information, contact John David at 603-801-7108, <JGDavid@aol.com>
10. Send Order Form, Payment and any Ad materials to:  
**Nashua Chamber Orchestra  
P.O. Box 1679  
Nashua, NH 03061**

Ads may be sent as an attachment in .pdf format to <JGDavid@aol.com>