

## NSCB Concert Program Advertising

The North Suburban Concert Band, Concert Chorale, and the Twin Cities Youth Chorale will be offering advertising space again this year in their Christmas Concerts Program. Local business owners will appreciate the opportunity to advertise to a sellout audience of the December 5<sup>th</sup> and 6<sup>th</sup>, 2015 concerts held at Andover High School. **This year, for the first time, we are also offering advertising for the NSCB's May 1<sup>st</sup> Pops Concert at the same time.** Programs are distributed to 1,250 people at Christmas, including audiences and performers. The Pops Concert attendance, at Meadow Creek Church in Andover, averages about 300. Visibility expands as programs are shared with friends and family, so ad exposure to the local market is very good. Advertising is available to local businesses, professional services, home businesses and so forth. **Advertisers choosing to advertise in both programs at this time will be able to do so at a discounted price.** Ad copy can be revised for the Pops Concert, although the ad size must remain the same for both concerts in order to receive the discount.

### **Advertising Pricing for Christmas and Pops concerts (price for BOTH programs in parentheses)**

NOTE: Ads will be printed in grayscale - no color.

(See example sizes, below)

Business-card size (3 ½" x 2" or a 1.75:1 aspect ratio – width:height): \$25 (\$35).

Double business card size (7" x 2" - 3.5:1, OR 3 ½" x 4" - .875:1): \$50 (\$70)

½ page (7 ½" x 5" – 1.5:1): \$100 (\$140)

Full page \$175 (7 ½" x 10" - .75:1) (\$250)

Payment for ads should be made by check, payable to "NSCB" and mailed to:

NSCB Christmas Concert Ads  
12050 Stoneridge Rd.  
Dayton, MN 55327

Camera-ready ad copy (a business card or printed ad) can accompany payment or be emailed separately to:

[advertising@nscband.org](mailto:advertising@nscband.org)

DEADLINE FOR RECEIPT OF BOTH COPY AND PAYMENT IS FRIDAY, NOVEMBER 20<sup>th</sup>, 2015. Space is limited, so ads will be accepted on a first come, first served basis. Ads not paid for by November 20<sup>th</sup> will not be included in the program. The NSCB reserves the right to reject any material it deems inappropriate.

**If you wish to be contacted regarding advertising in this year's program, please fill out the contact form on the Advertising page of the Christmas Concert website.** Questions or concerns can be submitted on the same form or directed to the email address above.

Size definitions (not to scale):

