



Chicago *a cappella*

PROGRAM ADVERTISING

Reserve your advertising space today!

Chicago *a cappella*'s "Footlights" program books provide an ideal marketing opportunity for businesses wishing to demonstrate their support of the arts and our community. Since its inception over two decades ago, *Chicago a cappella*'s ensemble of professional singers has captured the spirit of the performing arts community through the creation of high quality programs and innovative performances.

No other advertising medium offers the same audience. If you want real star power, put your message in print in **Chicago *a cappella*'s program books**.

Why advertise in Chicago *a cappella*'s season programs?

- **REACH**

Our program books consistently reach approximately 5,000 consumers each season. Our 18 concert performances include recurring appearances in our concert communities, giving both broad and focused penetration.

- **EXPOSURE**

Gain recurring and lengthy exposure for your business: Audiences receive *Chicago a cappella*'s "Footlights" programs **free-of-charge** at least 45 minutes before each and every event. At the performance, audiences spend an average of 20 minutes reading the program. Many save the programs as souvenir items, so your **ad gets longer shelf life**.

- **BRANDING**

Associate yourself with the arts: Identify yourself and your business as a supporter of the arts **AND** gain business exposure to those with evident commitment to the arts and our community.

- **BUSINESS**

Chicago *a cappella*'s audiences are your business's customers. Your ad reaches a desirable and valuable consumer several times each year. Our general audience ages are distributed between 30 and 70. Sixty to sixty-five percent of our audience is female, and 58% have earned post-graduate degrees. Average household income is above \$75k and 93% own their own home. Audience members reside in our concert communities (Evanston, Oak Park, Naperville, and Chicago) as well as a wide swath from the north side of Chicago to the North Shore, and near western and far western suburban areas.

We extend the opportunity for you to become an advertising sponsor and be represented in the programs for our concert season.

Order form on reverse



PROGRAM ADS 2019-20

Reach our active and highly educated audiences
with a message about your business!

Pricing

Each program book is distributed at all performances of that concert.

Per Program Book Price: Full page = \$500 Half page = \$400 Quarter page = \$200

Or buy all four programs and save: Full page (all 4) = \$1600 | 1/2 page (all 4) = \$1280 | 1/4 page (all 4) = \$640

Performances & Deadlines:

"American Anthem" – deadline <i>September 10, 2019</i>
Performances: Oct. 11 (Naperville); Oct. 13 (Oak Park); Oct. 26 (Evanston); Oct. 27 (Chicago/Lincoln Park)
Size: <input type="checkbox"/> full <input type="checkbox"/> 1/2 horizontal <input type="checkbox"/> 1/2 vertical <input type="checkbox"/> 1/4 horiz. <input type="checkbox"/> 1/4 vert. \$ _____
"Holidays a cappella" - deadline: <i>November 6, 2019</i>
Performances: Dec. 6 (Naperville); Dec 7 (Evanston); Dec.8 (Chicago/Lincoln Park); Dec. 13 (Chicago/Gold Coast); Dec. 14 (Lake Forest); Dec. 15 (Oak Park)
Size: <input type="checkbox"/> full <input type="checkbox"/> 1/2 horizontal <input type="checkbox"/> 1/2 vertical <input type="checkbox"/> 1/4 horiz. <input type="checkbox"/> 1/4 vert. \$ _____
"Fiesta Coral Mexicana" - deadline: <i>January 8, 2020</i>
Performances: Feb. 9 (Evanston); Feb. 15 (Chicago/Pilsen); Feb. 21 (Naperville); Feb. 23 (Oak Park)
Size: <input type="checkbox"/> full <input type="checkbox"/> 1/2 horizontal <input type="checkbox"/> 1/2 vertical <input type="checkbox"/> 1/4 horiz. <input type="checkbox"/> 1/4 vert. \$ _____
"Swing, Swing, Swing" - deadline: <i>March 18, 2020</i>
Performances: April 18 (Evanston); April 19 (Naperville); April 25 (Oak Park); April 26 (Chicago/Lincoln Park)
Size: <input type="checkbox"/> full <input type="checkbox"/> 1/2 horizontal <input type="checkbox"/> 1/2 vertical <input type="checkbox"/> 1/4 horiz. <input type="checkbox"/> 1/4 vert. \$ _____
TOTAL AMOUNT: \$ _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: _____ **EMAIL:** _____

CONTACT NAME: _____

Payment must be received by the payment deadline to ensure inclusion. Checks payable to "Chicago a cappella" should be mailed to Chicago a cappella, 2936 N. Southport Ave., Chicago, IL, 60657. Call or email to request an invoice: Sara Badger (sbadger@chicagoacappella.org or 773-281-7820).

Artwork Specifications

- Full page = 4.625" wide x 7.625" tall
- 1/2 page (horizontal) = 4.625" wide x 3.75" tall
- Half page (vertical) = 2.25" wide x 7.625" tall
- Quarter page (horizontal) = 4.625" wide x 1.825" tall
- Quarter page (vertical) = 2.25" wide x 3.75" tall
- Black and white only
- Halftone scans should be supplied at 300 dpi, line art at 600 dpi, saved as EPS, TIFF or JPEG.
- Artwork should be emailed in one of the following formats: PDF, QuarkXPress, Adobe Illustrator, Adobe Photoshop, Adobe InDesign.

Email **artwork** files to Sara Badger at sbadger@chicagoacappella.org.

For further information, please call (773) 281-7820.