



Advertise in Orchestra Kingston's Program

OK is your local community-based and volunteer (volunteer musicians; volunteer managed; volunteer driven) orchestra that must raise all the income necessary to cover its expenses - so we rely heavily on sponsorship and other community support, such as the advertising in our Concert Program.

There are many reasons why you must advertise in the Orchestra Kingston's 2008/09 Concert Programs!

1. You'll attract more customers.

It is a well known fact that those who regularly advertise in Concert Programs tell us their advertisements work. Numerous sales resulted at a take-away whose advertisement was simply - but effectively - saying "I'm here, open for business" ...plus these new customers told others of their delight with this business!

2. You're demonstrating your support for your local community

...the people who you also want to support you! We have a diversity of patrons from students to seniors. By supporting us with your advertisement you can reach out to this cross-section of the community.

3. Four regular concert Programs are produced each year.

The 2008/9 Concert series commences in November just in time for those Christmas shoppers, it is followed in December with a Messiah Sing-along, February and May are regular concerts.

4. Your advertisement will enable the orchestra to continue to present quality concerts,

run the highly-esteemed Composer in the Classroom, organise the future Messiah sing a-long concerts, & help our community in many other ways.

5. YOUR ADVERTISEMENT will be seen by all the people attending the concert from our FREE program.

A Concert Program is available free to every person attending performances by the Orchestra Kingston and to each of the 40 members of the Orchestra.

6. Our rates are extremely competitive.

For less than the price of one advertisement in a major newspaper you can advertise 4 times a year.

And we have a **SPECIAL DEAL FOR NEW ADVERTISERS**, like you. Book your advertisement in all 4 OK Concert Programs in 2008/09 and you will pay for only 3 - we'll give you the May advertisement **FREE** (Offer available only to bookings made before October 1st).

Advertising in the O.K.'s Concert Program will **signify your support for this highly-regarded, worthwhile community organization and will reach many of your potential customers.**



Advertising rates are **EXTREMELY ATTRACTIVE** - from just \$20. Discounts are provided if you advertise in 2 or more OK Concert Programs. The per-concert rates are:

Program #	Single	2	4
Business Card	\$20	\$25	\$25
1/4 page	\$45	\$42	\$40
1/2 page	\$65	\$60	\$55
Full page	\$115	\$108	\$100

Typesetting/layout for new or changed adverts, where the finished advert is not supplied by e-mail, are \$20. This is waived for the first advertisement received in the year.

Preferred positions + 25%; all subject to availability.

(Type area for Business Card 40 x 64 mm; 1/4 page is 40 x 128 mm; 1/2 page is 80 x 128mm; Full page is 160 x 128 mm. Mono. Advertisement must be suitable for logos should be reproduction by instant printing. Simple adverts: please provide camera-ready art on plain white paper to correct size, or text that can be simply typeset using Word on a PC; simple line drawings in black on plain white background. More complex adverts (e.g. incorporating photographs) must be correct size, at least 300dpi, saved as a tif or pdf and e-mailed as an attachment to

mrseltaylor@cogeco.ca