



2018-2019 Season Program Advertising Information

WHO ARE WE?

The Frederick Chorale is the region's premier 501(c)(3) nonprofit organization of volunteer singers. Founded in 1977, its mission is to prepare and perform fine choral repertoire of diverse musical styles and to enrich the cultural life of the Frederick County community. We promote the highest standard of excellence in the preparation and performance of choral music, seeking to provide artistic challenge and growth opportunities for our singers. Membership is by audition.

OUR ADVERTISING MISSION

To connect your business to the Frederick Chorale audiences, promote your business as a community supporter of music outreach, and gain business exposure to those with evident commitment to the arts and our community.



WHO WILL YOU REACH?

We put your advertisement into the hands of our audiences: Local people with day-to-day needs!

- Area families
- Friends and relatives of our singers
- Local arts-minded members of the community

You will reach desirable and valuable consumers who make decisions everyday—from where to shop, whom to go to for everything from banking to pet care, who can straighten teeth or take family portraits, and even which college to attend. You gain their business by directly supporting an organization they care about.

HOW DO WE REACH THEM?

We print over 1,500 copies of our concert programs and distribute them to Frederick Chorale audiences free of charge at all of our major performances. Not only is your advertisement viewed at our concerts, the programs are typically taken home and kept as a memento, giving your ad more exposure over time. Through the years, we've given out over 60,000 programs!

As a Frederick Chorale advertiser your business or service will appear on our website, linked directly to you and also appear in the pre-show slide presentation at all concerts.



PLACE AN AD WITH US

Your ad will be seen by over 1,500 discerning concert-goers during the Chorale's 2018-2019 concert season. Our audience travels from Frederick, Washington, Howard, Baltimore, and Montgomery counties, plus surrounding states.

Deadline for Ads is November 19, 2018

Programs are printed in black and white with the exception of the back of the program which is color. Black and white originals are best but color originals can be reproduced in black and white.

For further information or to email ads, logos, or business cards (as PDF or Word document) contact
Melodie Charles
 bobandmel04@hotmail.com
 301-865-9865
 or
 mail printed material to
Melodie Charles
 6738 W Lakeridge Rd
 New Market, MD 21774

- Full page B&W (4.5" wide x 7.75" tall) \$250
 - Inside front or back cover B&W \$300
 - Back outside cover, color \$400

- 2/3 page B&W.....
 (4.5" wide x 5" tall) \$200

- 1/2 page B&W.....
 (4.5" wide x 3.5" tall) \$150

- 1/3 page B&W.....
 (enlarged business card),.....
 (4.5" wide x 2.25" tall) \$90

Name of Advertiser _____

Address _____

Phone _____ / _____ Email _____

Size of Ad Purchased? _____ Cost of Ad: _____ Ad copy provided with order? Yes / No