



PROGRAM BOOK ADVERTISING

28th Annual Festival – June 14-21, 2020

The Shenandoah Valley Bach Festival is pleased to offer your organization an opportunity to advertise in our 2020 Program Book! Recognized as “a jewel in Harrisonburg’s crown” by the Virginia Commission for the Arts, the Bach Festival, now in its twenty-eighth season, invites your involvement in offering unparalleled classical music concerts to our community.

BENEFITS OF ADVERTISING WITH THE BACH FESTIVAL

- Our program books reach over 1,500 patrons each summer.
- Your business will be listed on our website for an entire year with a link to your website. Businesses interested in offering special deals to our patrons are eligible for special placement in the “Plan Your Visit” tab on our website.
- Your support allows us to grow our Festival and reach an even larger audience.
- Most of our patrons are local and have the potential to frequent your business throughout the year. Our tourist patrons will be looking for places to eat and things to do in town during the Festival.

PLACING AN AD

- ALL ARTWORK, FORMS, AND PAYMENTS ARE DUE BY **APRIL 15, 2020**
- Submit camera-ready ad to David McCormick (david.mccormick@emu.edu) – PDF format, 300dpi
- Mail form and payment to David McCormick, c/o Shenandoah Valley Bach Festival, 1200 Park Road, Harrisonburg, VA 22802
- If you’d like to set up automatic monthly billing, please see the enclosed form
- Questions/availability of special placement ads? Contact Executive Director David McCormick at (703) 587-0483 or david.mccormick@emu.edu

WANT TO HAVE AN EVEN GREATER IMPACT?

Please see the enclosed information about underwriting and other giving opportunities. We invite you to showcase your business through concert and principal chair sponsorships. Additionally, sponsors are needed for our 4rd Annual Gala, to be held in April 18, 2020. Please contact Executive Director David McCormick with any questions.

SHENANDOAH VALLEY BACH FESTIVAL

PROGRAM BOOK ADVERTISING FORM - 2020

Select your ad size and location:

- Quarter page (b/w): **\$250** (3.25" x 3.25")
- Half page (b/w): **\$350** (7" x 3.25" vert. or hor.)
- Full page (b/w): **\$500** (7" x 7")
- Full page – Opposite inside back cover (b/w): **\$900** (7" x 7")
- Full page – Center pages (color): **\$1,000** (7" x 7")
- Full page – Back side of center pages (color): **\$1,000** (7" x 7")
- Inside front cover (color): **\$1,250** (7" x 7")
- Inside back cover (color): **\$1,250** (7" x 7")
- Outside back cover (color): **\$1,500** (7.5" w x 5.5" h)

NEW! Noon Concert feature ads for downtown businesses:

- Half page (b/w): **\$400**
(6.5" w x 3.25" h)

****Please check on availability for noon concert ads before submitting form, payment, or ad copy.*

- Check one:** I will submit a camera-ready ad according to specifications above Use last year's ad
 Create a generic ad for me using my information below (incurs no additional cost)

Contact _____

Email Address _____

Business Name _____

Address _____

City/State _____ Zip _____

Phone _____ Fax _____

Your website URL (linked on our website) _____

Do you wish to receive an invoice? YES NO Amount due: \$ _____

Complete the form below for a single payment. For monthly payments, complete attached form instead.

- Check or money order enclosed** OR **I authorize EMU to charge my credit card \$ _____**
(Make check payable to EMU) Visa MasterCard Discover American Express

Card # _____

Expiration date: _____ / _____ CVV code _____

Signature & date: _____

Mail form and payment by April 15 to: David McCormick, Bach Festival, 1200 Park Rd, Harrisonburg, VA 22802

Thank you for your support!