

Summermusik Festival Advertising Brochure



TO PLACE AN AD, PLEASE CONTACT US AT

ABOUT

The Summermusik Festival is an orchestral and chamber music festival taking place every August in Greater Cincinnati. The Festival features 11 concert events in a wide variety of venues from concert halls to churches to breweries. We seek to enliven neighborhoods and improve the quality of live for local residents though inclusive, accessible, and participatory concert experiences.



AUDIENCE PROFILE

4,200+ annual attendance 95% hold advanced degrees 57% hold graduate or post-graduate degrees 98% have a household income of over \$50k 44% have a household income of over \$100k 92% are age 40+

Summermusik patrons are social and sophisticated consumers. They enjoy an active lifestyle, including fine dining, shopping, traveling, and entertaining in their homes. The series also reaches a growing young professional audience, ensuring your message is viewed by tomorrow's most influential decision makers.

PROGRAM BOOK- PRINT AND DIGITAL

The Summermusik Festival program book is available in print and digital format, which allows our guests to access the program book long after the season has ended. The book is filled with information about guest artists and conductors, informative background essays on the repertoire selections, and stunning season artwork. The program book format and quality are first-rate and create a beautiful showcase for your company.

TECHNICAL SPECIFICATIONS

- We accept ads as Acrobat .pdf (high resolution, printer quality) or Photoshop .eps files.
- All files must be CMYK or grayscale; no Pantone colors, please.
- All fonts must be included (both printer and screen).
- All images and graphics must be included at a resolution of 300 dpi.
- Please send your files to info@summermusik.org.

DIGITAL ADVERTISING

Digital advertising options includes one-time banner ad placements or a sponsored email blast sent to our email list of more than 7,000 addresses. You may also advertise with us on social media reaching over 6,500 combined followers across platforms.

RATES

See Page 3

CONTACT

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Cincinnati, OH 45205

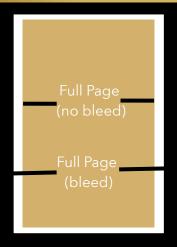




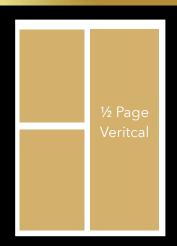


SPECIFICATIONS

Final trim size of program book: 7.5w x 10.5h







4-COLOR ADS

SIZE	RATE	MECHAN ICALS (width x height in inches)
Double-Page Spread (bleed)	\$4,000	15w x 10.5h (add 1/4 inch bleed all around)
Inside Front or Back Cover	\$2,000	7.5w x 10.5h (add 1/2 inch bleed all around)
Full Page, Premium Position (bleed)	\$1,500	7.5w x 10.5h (add 1/2 inch bleed all around)
Full Page (bleed)	\$1,250	7.5w x 10.5h (add 1/2 inch bleed all around)
½ Page (horizontal)	\$750	6.5w x 4.75h
½ Page (vertical)	\$750	3.125w x 9.5h
1/4 Page (vertical)	\$500	3.125w x 4.75h
1/8 Page (horizontal)	\$350	3.125w x 2.25h

1-COLOR ADS

SIZE	KAIE	MECHAN ICALS (width x height in inches)	
Full Page (bleed)	\$1,000	7.5w x 10.5h (add 1/2 inch bleed all around)	
½ Page (horizontal)	\$600	6.5w x 4.75h	
½ Page (vertical)	\$600	3.125w x 9.5h	
¼ Page (vertical)	\$400	3.125w x 4.75h	
1/8 Page (horizontal)	\$250	3.125w x 2.25h	

DIGITAL ADS

Dedicated sponsored email & social media post \$700 Top Banner \$200/each, 610x380px

Dedicated sponsored email \$500 Lower Banner \$150/each, 610x380px

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