

# Chandler!

Music Hall & Gallery

Just a few reasons why advertising in the Chandler program booklet is such a good idea for your business!

**Market** – Chandler patrons are well-educated consumers with disposable income. Chandler attracts a diverse audience from a broad geographic area with our eclectic program offerings.

**Variety of Programming** – Chandler offers over thirty exciting programs each season to diverse audiences.

**Audience Growth** – An increasing number of internationally-renowned artists and creative local productions such as the 4<sup>th</sup> of July Youth Musical and the Annual Mud Season Variety Show are attracting a record number of patrons. Your ad in the 2011-2012 program booklet will reach over 10,000 concertgoers.

**You'll be in good company** – Many of Central Vermont's most successful businesses advertise with Chandler.

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

Chandler is restructuring its performance sponsorship program to make more opportunities available for businesses of all sizes! Once the programming schedule for the 2011-2012 season is finalized, advertisers will be invited to participate in sponsorship options from a tiered system with different costs and perks for each tier. Please contact Betsy Cantlin for more information.

## **How to send your Ad**

Submit electronic files via E-mail or disk.

E-mail files will only be accepted if sent as **InDesign CS5** or earlier, with all fonts and graphics; uncompressed, high resolution **PDFs**; **EPS** files with fonts and graphics embedded; **Jpeg** or **TIF** to Chandler at: Outreach@Chandler-arts.org. *Please include "Chandler Ad" in the subject line.* Please do not submit your ad in Word, or another program other than what is listed above. If you are unable to submit your ad in any of the digital formats listed above, please provide a printed version of your ad for scanning (see Hard copy ads, below).

Files larger than 10 megabytes must be copied onto a CD and mailed to Chandler at 71-73 Main Street, Randolph, VT, 05060.

Hard copy ads, which will need to be scanned, should be in black and white and provided on a clean white paper, in the correct size. Please do not fold the paper over the ad. Production costs of the ad are additional and the responsibility of the advertiser.

If you need an ad designed for your business, please contact our designer at tigerbridge1@mac.com for an estimate.

Color ads are available in half and full page sizes only. Limited full color ad placement is available on the inside and outside of the cover pages for an additional charge. Please inquire! Other ads will be printed in black and white with placement determined by our designer.

## **CONTACT**

Betsy Cantlin

Telephone: 802-431-0204

FAX: 802-728-4612

E-mail: outreach@chandler-arts.org

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## ADVERTISING REGISTRATION 2011 – 2012 Program Booklet

### **DEADLINES**

Return the attached contract with your payment by **April 15** and receive a 10% discount.

### **SPACE RESERVATION**

**Prepaid: April 15, 2011**

**Full Rate: June 1, 2011**

**Ad Copy: June 1, 2011**

### **CONTACT**

Betsy Cantlin

phone: 802-431-0204

fax: 802-728-4612

e-mail:

[outreach@chandler-arts.org](mailto:outreach@chandler-arts.org)

### **FULL PAGE**

5" wide x 8" high

Black & White  
\$1100 Full Rate  
\$990 Prepaid Rate

Color: \$1250 Full Rate  
\$1140 Prepaid Rate

### **1/4 PAGE**

2<sup>5</sup>/<sub>16</sub>" wide x 3<sup>3</sup>/<sub>4</sub>" high

\$260 Full Rate  
\$234 Prepaid Rate

### **1/3 PAGE**

5" wide x 2<sup>1</sup>/<sub>2</sub>" high

\$480 Full Rate  
\$432 Prepaid Rate

### **1/2 PAGE**

5" wide x 3<sup>3</sup>/<sub>4</sub>" high

Black & White  
\$550 Full Rate  
\$495 Prepaid Rate

Color  
\$625 Full Rate  
\$570 Prepaid Rate

### **1/8 PAGE**

2<sup>5</sup>/<sub>16</sub>" wide x 1<sup>3</sup>/<sub>4</sub>" high

\$130 Full Rate  
\$117 Prepaid Rate

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## CHANDLER AD REGISTRATION

Thank you for your support of Chandler's 2011 – 2012 Season Ad Booklet!  
You will receive a 10% discount with our "pre-pay rate" if payment is received before **April 15.**

All ad copy and "full rate" payment is due by **June 1, 2011.**

Please complete the following form and return it to:

Betsy Cantlin, Chandler, 71-73 Main Street, Randolph, VT, 05060

To return by email: outreach@chandler-arts.org

**In order for us to process your request, the return of this completed form is necessary!**

BUSINESS NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_ FAX: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

AGREEMENT SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

### INSTRUCTIONS

- Please repeat last year's ad. Our ad size was \_\_\_\_\_
- New Ad copy enclosed
- New Ad copy to follow (Due date June 1, 2011)

### AD SIZE

- 1/8 Page: 2 5/16" wide x 1 3/4" high B&W only
- 1/4 Page: 2 5/16" wide x 3 3/4" high B&W only
- 1/3 Page: 5" wide x 2 1/2" high B&W only
- 1/2 Page: 5" wide x 3 3/4" high B&W \_\_\_\_\_ Color \_\_\_\_\_
- Full Page: 5" wide x 8" high B&W \_\_\_\_\_ Color \_\_\_\_\_

### AD COST

- \_\_\_\_\_ 1/8 Page: Prepay \$117 / Full Rate \$130
- \_\_\_\_\_ 1/4 Page: Prepay \$234 / Full Rate \$260
- \_\_\_\_\_ 1/3 Page: Prepay \$432 / Full Rate \$480
- \_\_\_\_\_ 1/2 Page: Prepay B&W \$495 / Color \$570 Full Rate B&W \$550/ Color \$625
- \_\_\_\_\_ Full Page: Prepay B&W \$990 / Color \$1140 Full Rate B&W \$1100/ Color \$1250
- \_\_\_\_\_ Full Page: Prepay Color \$1240 / Full Rate \$1350 for inside front or inside back cover placement
- \_\_\_\_\_ Full Page: Prepay Color \$1340 / Full Rate \$1550 for back cover placement

### PAYMENT

- Check enclosed. Please make checks payable to "Chandler".  
Date paid \_\_\_\_\_ Check # \_\_\_\_\_ Amount paid \_\_\_\_\_
- Credit card payment. (MC or Visa) # \_\_\_\_\_ Expiration date \_\_\_\_\_
- Bill me (All payment due by June 1, 2011)