

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.

Rates – Advertising with Chandler is an excellent value for the quantity and market segment you'll reach. All businesses will receive a 10% discount if payment is received by December 31, 2008, *except those who receive sponsorship benefits in exchange for their advertising.*

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

Audience Growth – An increasing number of internationally-renowned artists and creative local productions such as the 4th of July Youth Musical and the Annual Mud Season Variety Show are attracting a record number of patrons. Your ad in the 09-10 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.

Return your attached contract with your payment by December 31 to receive the prepaid discount rate.

If you arrange for a new business to purchase a booklet ad before December 31, we will give you each a pair of tickets to the 2009 Mud Season Variety Show for your **prepaid** ad purchases.

SIZING AND PRICING			
<u>Ad size</u>	<u>Prepaid rate</u>	<u>Full rate</u>	<u>Specifications</u>
1/8 page	\$ 112.50	\$125	2 5/16" wide x 1 3/4" high
1/4 page	\$ 225	\$ 250	2 5/16" wide x 3 3/4" high
1/3 page	\$ 427.50	\$ 475	5" wide x 2 1/2" high
1/2 page		\$ 750 black & white	5" wide x 3 3/4" high
		\$ 850 color	5" wide x 3 3/4" high
<i>Businesses who purchase a half-page ad become sponsors for one Chandler performance with mention on our website, in all press releases, radio and newspaper advertising, posters and special acknowledgment from the stage. You will also receive 6 complimentary tickets to the performance.</i>			
Full page		\$1500 black & white	5" wide x 8" high
		\$1600 color	5" wide x 8" high
		\$1700 color, inside cover placement	
		\$1800 color, back cover placement	
<i>Full-page business sponsors become series underwriters for two Chandler performances. The benefits include mention in all press releases, radio and newspaper advertising, posters and special acknowledgment from the stage. You will also receive 6 complimentary tickets to each of the two performances sponsored.</i>			

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Additional sponsorship opportunities are available. Please contact Betsy Cantlin for more information.

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***Thank you for supporting
Chandler Center for the Arts***



ADVERTISING REGISTRATION 2009 – 2010 Program Booklet

Submit electronic files via E-mail or disk. E-mail files will only be accepted if sent as InDesign CS3 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.*

Files larger than 8 megabytes must be saved to CD and mailed to Chandler at 71-73 Main Street, Randolph, Vt. 05060

Production costs of the ad are additional and the responsibility of the advertiser.

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

Limited full color ads are available on the cover pages, as are premium position ad spots. Please inquire! Other ads will be printed in black and white with placement determined by our designer.

Businesses purchasing a half or full-page ad will become sponsors and will be mentioned in all press releases, radio and newspaper advertisements and posters for the performance they are sponsoring. They will also receive special acknowledgement from the stage, as well as six complimentary tickets to the performance.

Please inquire about additional sponsorship opportunities!

CONTACT
Betsy Cantlin
Telephone: 802-728-9878
FAX: 802-728-4612
E-mail: outreach@chandler-arts.org

DEADLINES

Return the attached contract with your payment by **December 31** and receive a 10% discount on ad sizes with prepaid rate options. **If you arrange for a new business to purchase a booklet ad before December 31**, we will give you each a pair of tickets to the 2009 Mud Season Variety Show for your **pre-paid ad purchases**. Please see back page for color ad options.

SPACE RESERVATION
Prepaid: December 31, 2008
Full Rate: May 1, 2009
Ad Copy: May 1, 2009

<p>FULL PAGE</p> <p>5" wide x 8" high</p> <p>\$1500</p> <p>Sponsor for two performances</p>	<p>1/4 PAGE</p> <p>2 ⁵/₁₆" wide x 3 ³/₄" high</p> <p>\$250 Full Rate</p> <p>\$225 Prepaid Rate</p>
<p>1/3 PAGE</p> <p>5" wide x 2 ¹/₂" high</p> <p>\$475 Full Rate</p> <p>\$427.50 Prepaid Rate</p>	<p>1/2 PAGE</p> <p>5" wide x 3 ³/₄" high</p> <p>\$750</p> <p>Sponsor for one performance</p>
<p>1/8 PAGE</p> <p>2 ⁵/₁₆" wide x 1 ³/₄" high</p> <p>\$125 Full Rate</p> <p>\$112.50 Prepaid Rate</p>	

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INSTRUCTIONS

- | | | |
|--|------------|------------|
| <input type="checkbox"/> Please repeat last year's ad. | Size _____ | Cost _____ |
| <input type="checkbox"/> New Ad copy enclosed | Size _____ | Cost _____ |
| <input type="checkbox"/> New Ad copy to follow. | Size _____ | Cost _____ |

PAYMENT

- Check enclosed Date paid _____ ck# _____
(Prepaid discount taken if received by Dec. 31)
Please make check payable to Chandler
- Bill me

DEADLINES

PREPAID SPACE RESERVATION: December 31, 2008 • FULL RATE: May 1, 2009 • AD COPY: May 1, 2009

Business Name: _____ Phone: _____

Mailing Address: _____ Fax: _____

Contact Name: _____ Email: _____

Agreement Signature: _____ Date: _____

Please mail to: Chandler Music Hall, 71-73 Main Street, Randolph, Vt. 05060