

— FULL PAGE AD — 6" x 7.75"

This ad space costs \$440 for 7 concert programs. \$62.86 per concert.

AD ORDER FORM

Sizes and prices: (Ads will run in programs for 7 concerts)

Professional layout service is available for an additional 10% fee.

<u>AD TYPE</u>	<u>AD SIZE</u>	<u>COST</u>	<u>QUANTITY</u>
Full Page <i>Receive 4 season passes</i>	6" x 7.75"	\$440	_____
Half Page <i>Receive 3 season passes</i>	6" x 3.875"	\$220	_____
Quarter Page (H) <i>Receive 2 season passes</i>	6" x 1.875"	\$110	_____
Quarter Page (V) <i>Receive 2 season passes</i>	3" x 3.875"	\$110	_____
Business Card <i>Receive 2 season passes</i>	3.5" x 2"	\$80	_____
Eighth Page <i>Receive voucher for 2 tickets to concert of choice</i>	3" x 2"	\$55	_____

Company _____

Company Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____

Name of BAC member handling this ad. _____

All orders must be placed by October 11, 2011
Return this form with camera-ready artwork and payment to:

Order forms can also be sent to:
Bay Area Chorus
P.O. Box 890704
Houston, TX 77289-0704

Electronic ad copy may be emailed to:
ads@bayareachorus.org

(Be sure to include your mailing address to facilitate distribution of season passes/tickets).

Bay Area Chorus

Concert Program Advertisement / Order Form

Concert Program Advertisements

Support the Bay Area Chorus while promoting your own business with an ad in our concert program.

Camera-ready copy is requested. Ads will run for the entire 2011-2012 regular season concerts (7 separate performances). Advertisers will receive a copy of a Bay Area Chorus concert program and a letter of acknowledgement along with your complimentary tickets. For more information, contact a Bay Area Chorus member, call our hotline at **281-326-1286** or email us at info@bayareachorus.org.

Ticket sales cover less than one third of our operating expense, and the singers pay dues to

augment income from grants, advertising (like these ads) and contributions from our friends and supporters. Your advertising dollars will help us to continue bringing you and the community performances of fine choral music.

Greater Visibility

The program layout allows ads to be placed throughout the program, instead of being grouped together at the beginning and the end. Audience members reading about the performers and the performance itself will also be seeing the ads which are interspersed with this information.

— HALF PAGE AD — 6" x 3.875"

This ad space costs \$220 for 7 concert programs. \$31.43 per concert.

Support the Bay Area Chorus

and promote your own business with an ad in our concert programs.



Use the order form on the back of this brochure to place your ad order today!

— QUARTER PAGE AD (HORIZONTAL) — 6" x 1.875"

This ad space costs \$110 for 7 concert programs. \$15.71 per concert.



Artwork taken from a web page will produce poor results. You can see the difference in this ad. The logo on the left is a high resolution version of the BAC logo. The logo on the right is a low resolution version taken from the web.

(Left) High resolution - Sharp, clean

(Right) Low resolution - distorted, blurry



Advertising Impact

Your ad in the BAC concert program will be read by hundreds of arts patrons who love choral music. The ads will run in programs for the seven concerts listed below:

Forty-Seventh Season
A Tapestry of Voices

December 3 & 4, 2011

Chapel of the Villa de Matel
6510 Lawndale, Houston 77023

December 4, 2011

Clear Lake Presbyterian Church
1511 El Dorado Boulevard, Houston 77062

February 5, 2012

Gloria Dei Lutheran Church
18220 Upper Bay Road, Nassau Bay 77058

February 21, 2012

Co-Cathedral of the Sacred Heart
1111 St. Joseph Parkway, Houston 77002

March 6, 2012

The Centrum of Cypress Creek Community Center
6823 Cypresswood Drive, Spring 77379

April 28, 2012

Chapel of the Villa de Matel
6510 Lawndale, Houston 77023

Advertisement Quality

Sharp, clean ads will attract more attention. Many ads are submitted using graphics that have been pulled from a web page. These graphics DO NOT print well and will look blurry and unattractive. You can see a good and bad example of this in the quarter page ad above. We ask all advertisers to submit camera-ready artwork. If you do not have a camera ready version of your ad, a professional layout service is available for an additional 10% fee.

— QUARTER PAGE AD

(VERTICAL) — 3" x 3.875"

This ad space costs \$110 for 7 concert programs. \$15.71 per concert.

Return the order form with camera-ready artwork and payment by:

October 11, 2011

OCTOBER 2011						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Ad Layout

In addition to submitting clean camera ready artwork, all ads must be surrounded by a black border similar to the example ads in this brochure. The ads should be the exact size of the space being purchased.

Who We Are

The Bay Area Chorus, led by Musical Director Keith Dixon since 1995, begins its 47th season this fall. It is a non-profit volunteer organization which is committed to presenting quality performances throughout the area. Among the 80+ singers are engineers, medical professionals, teachers, managers, office administrators and musicians serving churches and schools. Due to significant growth, the Bay Area Women's Chorus has been formed and will perform along with the Mixed Chorus at all season concerts.

Performances

Variety, diversity, audience participation and collaboration with guest choirs typify a Bay Area Chorus concert season. Recent guest artists have included **Dr. John Lienhard**, originator of KUHF's *Engines of Our Ingenuity*, Houston-based gospel recording artist **Barbara Johnson Tucker** and her group **A Chosen Few**, the legendary composer/arranger **Alice Parker** and song leader/composer **Nick Page** with the bluegrass band **Classical Grass**. The chorus appears on a DVD **Weston Noble: Perpetual Inspiration**, a documentary released for international distribution in 2006.

Guest performers from the past three seasons include choirs from Alvin, Clear Springs, Clear Lake, Dawson, Kingwood, Pearland and Texas City High School, Friendswood, Creekside, and Victory Lakes Middle Schools, Turner Elementary, Lomax and Schneider Middle Schools, the Houston Boychoir, Prairie View A&M Concert Chorale and PVAMU Chamber Singers, Seabrook United Methodist Church, First Baptist Church of Seabrook, Clear Lake Presbyterian Church, Pearland

United Methodist Church and First Methodist Church, Houston; the Clear Lake Chinese Choir, the United Nations International Choir and the Bay Area Youth Singers. 2011-2012 Guest include Bondy Intermediate School, Pasadena ISD; the Bay Area Youth Singers; Gloria Dei Lutheran Choir, St. Thomas Episcopal Singers, Nassau Bay Baptist Church Choir, First United Church Pearland, and Nolan Ryan Jr. High, Alvin ISD. Holiday concerts feature the Clear Lake Presbyterian Festival Choir, the Houston Boychoir and the St. Anne Catholic School Children's Choir. Outstanding high school vocalists from schools area school districts compete for the BAC Vocal Music Scholarships on February 5. The Bay Area Mixed Chorus and Women's Chorus will appear with the Moores School of Music Concert Chorale, University of Houston; the Cypress Creek Community Chorale and the Klein High School Chorale; and for the season finale, present a Major Works Concert with professional orchestra.

—EIGHTH PAGE AD —

2" x 2.875"

This ad space costs \$55 for 7 concert programs. \$7.86 per concert.

Thank you for your support
of the Bay Area Chorus

—BUSINESS CARD AD — 3.5" x 2"

This ad space costs \$80 for 7 concert programs. \$11.42 per concert.

This ad space is perhaps the most convenient for the small business owner. With the purchase of this ad your business card will be reproduced at actual size and placed in the concert program. this ad space costs \$75 for programs for 6 concerts. That is only \$9.38 per concert. Don't forget that you will be showing the BAC audiences how you support the arts in you community.