



2014-2015 Program Books Advertising Form

Support the Mendelssohn Choir and Get Your Message Heard!

Share your message with the many community members who attend a Mendelssohn Choir of Pittsburgh or Junior Mendelssohn Choir performance by placing an advertisement in one or more program books. Program advertising is a unique and highly effective way to target your message to an educated and established audience. A recent survey of local arts patrons found that audience members are:

- Educated—twice as likely to have a college degree (63% versus 33.6%)
- Affluent—55% more likely to have an income in excess of 100k (55.7% versus 30.9%)
- Established—88.6% are homeowners versus 77.9%

(Source: Elliott Marketing Group, Inc/smart database Study 2011)

Best of all, an ad is an excellent way to show your support for the Mendelssohn and Junior Mendelssohn Choirs of Pittsburgh!

2014-2015 Advertising Opportunities

Mendelssohn Choir of Pittsburgh Program Books: **Junior Mendelssohn Choir Concert Program Book:**

- Faith and Fate: Beethoven & Brahms, Oct. 5, 2014, East Liberty Presbyterian Church
- Let's Fall in Love! Cabaret, Feb. 14, 2015, Olive or Twist
- Rossini: Petite Messe Solennelle, March 22, 2015, East Liberty Presbyterian Church
- I Got Gershwin!, May 2-3, 2015, Hillman Center for the Performing Arts
- Fall Concert, Nov. 9, 2014, Third Presbyterian Church

Special Advertising Packages

<p>Mendelssohn Fortissimo Season Advertiser Rate: \$1,250</p> <p>Advertising value not including ticket discount and website link is \$2,185!</p>	<ul style="list-style-type: none"> ■ Full page color ad in <u>all five MCP and JMCP programs</u>. ■ Receive 2 comp tickets to each concert plus a 20% discount on all other tickets excluding the Cabaret. ■ Listing on MCP's website with a link to your business.
<p>Mendelssohn Mezzo Forte Season Advertiser Rate: \$750</p> <p>Advertising value not including ticket discount and website link is \$1,685!</p>	<ul style="list-style-type: none"> ■ Full page color ad in <u>four MCP and JMCP programs</u>. Does not include the Cabaret program. ■ Receive 2 comp tickets to each concert plus a 15% discount on all performance tickets excluding the Cabaret. ■ Listing on MCP's website with a link to your business.
<p>Music for All Ages Advertiser Rate: \$500 (color ads) or \$350 (black only)</p> <p>Advertising value not including ticket discount is \$625 (color) and \$475 (black only)!</p>	<ul style="list-style-type: none"> ■ Full page ad (color or black only) in one MCP program (excluding Cabaret program) and the JMCP program. ■ Receive a 10% discount on all performance tickets (excluding Cabaret).

See other side for individual ad rates, specs, and ordering info.

Individual Ad Rates

Space & Rates	MCP Program	Cabaret Program	JMCP Program
Full page Color (4 ½ x 7 ½)	\$425	\$500	\$200
Full page Black Only (4 ½ x 7 ½)	\$325		\$150
½ page Color (4 ½ x 3 ¾)		\$250	
½ page Black Only (4 ½ x 3 ¾)	\$150		\$75
¼ page Black Only (business card)	\$100		\$50

Program	Ad Reservations Deadline	Deadline to Submit Artwork
MCP, Oct. 5 (Beethoven & Brahms)	September 15	September 22
JMCP, Nov. 9 (Fall Concert)	October 17	October 24
MCP, Feb. 14 (Cabaret)	January 23	January 28
MCP, March 22 (Rossini)	February 27	March 6
MCP, May 2-3 (Gershwin)	April 10	April 17

Submit all camera-ready ads (pdf or jpeg format) to: estewart@themendelssohn.org

Order Form

I would like to become a:

- Mendelssohn Fortissimo Advertiser for \$1,250.
- Mendelssohn Mezzo Forte Advertiser for \$750.
- Music for All Ages Advertiser for \$500 (color ads).
- Music for All Ages Advertiser for \$350 (black only ads).

Fortissimo, Mezzo Forte, and Music for All Ages Advertisers will receive a discount code via email that can be used to purchase MCP and JMCP tickets on-line.

I would like to order the following ad(s):

Program Book	Ad Size	Rate

Check enclosed (Made payable to Mendelssohn Choir of Pittsburgh)

Credit Card Am Express VISA MasterCard Discover

Amount to be Billed _____ Card No. _____

Exp. Date _____ Security code _____

Name as appears on card: _____

Address: _____ City _____

State: _____ Phone _____ Email _____

Please complete this form and mail it along with payment to: Mendelssohn Choir of Pittsburgh, Heinz Hall, 600 Penn Avenue, Pittsburgh, PA 15222 or email it to estewart@themendelssohn.org.

Questions? Email Emily at estewart@themendelssohn.org or call 412-926-2488.