

NHS CHOIR PROGRAM ADVERTISING RATES

2011-2012

(camera ready only please!)

<u>Size</u>	<u>Season Rate</u>	<u>Single Concert Rate</u>
Business card (1/8 page)	\$330.00	\$110.00
1/4 page	\$390.00	\$130.00
1/3 page	\$420.00	\$140.00
1/2 page	\$450.00	\$150.00
2/3 page	\$480.00	\$160.00
Whole page (in program)	\$510.00	\$170.00
Inside front or inside back cover (whole page ad)	\$600.00	-----
Outside back cover (whole page)	\$700.00	-----

the printed program pages are 8 and ½ inches wide by 11 inches long (the same size as this piece of paper)

NOTE: FULL SEASON RATES (the same ad in all **four** concert programs) cost the same as **three** individual program ads – a discount of 25% when buying for the entire season!

NAPA HIGH SCHOOL CHORAL BOOSTERS, INC.

2475 Jefferson Street, Napa, CA 94558

(707)235-3072 trogers@nvusd.k12.ca.us

The student listed above is a member of the of the NAPA HIGH SCHOOL CHOIRS. During the 2011-2012 school year, the choirs plan to tour to Southern California and Spain. Choir students are selling advertising space in our printed concert programs for the coming school year as part of the fundraising efforts for these performance tours. Each student is responsible for raising up to \$525.00 (southern California tour) and/or up to \$3,095.00 (Spain tour). Should you choose to assist us by buying advertising space, ½ (50%) of the fee will be used to directly assist the student who has sold the space raise the funds they need for these performance tours. The remaining ½ (50%) will assist the Napa High School Choral Booster Club, Inc. in paying the actual publication costs for the printed programs.

You may purchase an ad for a single concert program or for the entire series of four concerts according to the following schedule:

CONCERT TITLE/DATE	AD DEADLINE	COPY RUN
CHORAL FALL CONCERT/October 19/20	October 5	500
CHRISTMAS CONCERT/December 14/15	December 1	800
CHORAL FESTIVAL CONCERT/March 19/20	March 5	500
CHORAL SPRING CONCERT/May 31/June 1	May 17	600

TOTAL PROGRAMS TO BE PRINTED: 2,400

- Our concerts have sold out for many years insuring readership by 500+ people at each performance (all performances are in the Napa District Auditorium).
- Your ad needs to be camera ready in a hard copy or sent in digital format by email to our printers (The Copy Corner) – please refer to the attached rate sheet;
- You may run the same ad for the entire season of four concerts for the same cost as three separate concert advertisements in the program. Please note on the enclosed/attached rate sheet that the inside front cover, insider back cover and the outside back cover of the program will be sold on a full-page season basis only.

Your check made payable to NAPA HIGH CHORAL BOOSTERS and your camera ready ad and order form may be given directly to the student representative or sent directly to: **NAPA HIGH SCHOOL MUSIC OFFICE**, 2475 JEFFERSON STREET, NAPA, CA 94558. Your ad can also be sent directly by email to: copycorner@sbcglobal.net as a pdf. File, or put onto a digital disk. All “hard copy” ads will be scanned into the program. ¼ ads should be in “portrait” style, and ½ page ads in “landscape” style. For any questions concerning your ad format, you may phone the Copy Corner directly at 258-1835 and ask to speak directly with Randy or Lisa Guerrieri.

Thank you for your assistance in supporting our students! Should you need any further information, please phone 253-3705, the Napa High Music Office, or email trogers@nvusd.k12.ca.us.

Sincerely,

Travis Rogers, NHS Choral Music Instructor

2011-2012 NAPA HIGH CHOIR

PROGRAM ADVERTISEMENT ORDER FORM

NAME OF COMPANY/BUSINESS _____

MAILING ADDRESS _____

BUSINESS PHONE _____

BUSINESS EMAIL ADDRESS _____

COMPANY REPRESENTATIVE _____

(SIGNATURE)

STUDENT REPRESENTATIVE _____

(SIGNATURE)

CHECK ONE: Full Season Single Concert(s)

If buying for single concerts, check the program date(s) below for the concert program ad you are purchasing:

Fall Concert (October 5 deadline)

Christmas Concert (December 1 deadline)

Festival Concert (March 5 deadline)

Spring Concert (May 17 deadline)

SIZE OF AD(S): _____ AD COST: \$ _____

TOTAL: \$ _____

Please return this sheet and ad with payment to:

NAPA HIGH SCHOOL MUSIC OFFICE

2475 JEFFERSON STREET

NAPA, CA 94558

(707)253-3705

Or give directly to the student representative

Or email advertisement in pdf. Format (at least 300dpi) to: copycorner@sbcglobal.net

Or put onto digital disk and hand to student