

MEMBERS' ADVERTISING FACT SHEET

Commonwealth Chorale 2026-2027 Concert Program Book

What advertising offers the customer

- Exposure to a local audience hundreds of concertgoers from around Boston over the course of a year.
- The advertisement appears in our high-quality, professionally produced program book.
- Buying an ad provides an opportunity to support an important cultural organization in the community.
- Ads appear in the programs for three concerts: November 2026, and March and May 2027.

Ad sizes, location and prices

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| • Full page, preferred position
4 1/2" wide, 7 1/2" high | \$625 |
| • Full page
4 1/2" wide, 7 1/2" high | \$450 |
| • Half page
4 1/2" wide, 3 1/2" high | \$300 |
| • Quarter page (business-card size)
4 1/2" wide, 1 3/4" high | \$175 |
| • Business Directory listing
Five lines, 30 characters per line including punctuation and spaces: Name, Address, Phone Number, Web Info, and Description | \$75 |
| • Friends listing
One line, Name, appearing in the Friends section of the program) | \$50 |

What's required from the advertiser

- We need a "camera-ready" image to produce a quarter-, half-, or full-page ad, preferably a PDF, e-mailed as an attachment to **ads@CommonwealthChorale.com**.
- "Camera-ready" means a representation of the ad exactly as it will appear in the booklet, ready to be reproduced by the printer. Ads look best if they are black (not grayscale) on white, in the same dimensions as the ad will appear.
- **For quarter-page ads:** Business cards with dark ink and light paper can be substituted. Multiple colors will not reproduce well. (We will add a border around the card.)
- **Half- or full-page ads:** We can produce a simple ad using type only, that is, black and white with no pictures, colors, or graphics. Have the advertiser type or write clearly all the information (no abbreviations unless part of the company name) and mark the lines of text "largest," "smallest," and any other gradations to show us how they should appear.
- **For Business Directory:** Fill in the blanks on the Advertisement Order Form. Make sure every character is easy to read. Five lines, 30 characters and spaces only.
- **DEADLINE:** Ads must be received by **Friday, October 31, 2026**. Submit the completed order forms with payment (checks, please). Ads are preferably provided as PDF files sent by email to **ads@commonwealthchorale.com**. A camera-ready paper copy, as described above, may also be accepted.