



# 2021-22 Season

## Program Advertising Agreement

### Your Community's Orchestra for Bradenton and Sarasota

Advertiser \_\_\_\_\_

Mailing Address \_\_\_\_\_

Contact Name \_\_\_\_\_ Email \_\_\_\_\_

Phone Number \_\_\_\_\_ Web \_\_\_\_\_

### Advertising Rates — Rates apply for one full, regular season (8 concerts: 4 in Sarasota; 4 in Bradenton)

#### FULL PAGE

<input type="checkbox"/>	<b>Outside Back Cover*</b> 4-color   5.75" w x 8.75" h	<b>\$1,250</b>
<input type="checkbox"/>	<b>Inside Front Cover*</b> 4-color   5.75" w x 8.75" h	<b>\$1,000</b>
<input type="checkbox"/>	<b>Inside Back Cover*</b> 4-color   5.75" w x 8.75" h	<b>\$1,000</b>
<input type="checkbox"/>	<b>Regular*</b> 4-color   4.5" w x 7.5" h	<b>\$800</b>
<input type="checkbox"/>	<b>Regular*</b> B&W   4.5" w x 7.5" h	<b>\$750</b>

\*4 complimentary season tickets

\*\*4 complimentary single concert tickets

#### Artwork specifications

- Submit in digital format as press quality **PDF, EPS, TIFF** or **JPEG** files
- Minimum resolution should be 300 dpi **AT THE ACTUAL SIZE**. This includes all placed images, logo and photos.
- Submit ads to [info@thepopsorchestra.org](mailto:info@thepopsorchestra.org)

- I would like to use the same artwork as last season       I have new artwork

#### 1/2 PAGE

<input type="checkbox"/>	<b>Horizontal**</b> 4-color   4.5" w x 3.625" h	<b>\$350</b>
<input type="checkbox"/>	<b>Horizontal**</b> B&W   4.5" w x 3.625" h	<b>\$300</b>

#### 1/4 PAGE

<input type="checkbox"/>	<b>Vertical</b> 4-color   2.25" w X 3.625" h	<b>\$200</b>
<input type="checkbox"/>	<b>Vertical</b> B&W   2.25" w X 3.625" h	<b>\$150</b>
<input type="checkbox"/>	<b>Horizontal**</b> 4-color   4.5" w x 1.75" h	<b>\$200</b>
<input type="checkbox"/>	<b>Horizontal**</b> B&W   4.5" w x 1.75" h	<b>\$150</b>

#### Half Page

Horizontal only

4.5" w x 3.625" h

#### Quarter Page

2.25" w x  
3.625" h

4.5" w x 1.75" h

### Payment

- Check payable to The Pops Orchestra**       **Credit Card**

Name on Credit Card \_\_\_\_\_ CVV \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Billing Address \_\_\_\_\_

I agree to the terms listed above.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**The Deadline for your form, payment and artwork is Oct 15, 2021**

P.O. Box 1622, Sarasota, FL 34230 | [thepopsorchestra.org](http://thepopsorchestra.org) | 941-926-POPS (7677)



*Music you love – Musicians you know*

## Why Advertise with the Pops?

### REACH

Over 6,000 patrons will see your ad throughout this season at our Sarasota and Bradenton venues

- **Riverview Performing Arts Center** – Sarasota
- **Neel Performing Arts Center** – State College of Florida (Bradenton)

### RECOGNITION

Your advertising dollars hit the market segment that is educated, affluent, and discerning. A donation with benefits.

### ALIGNMENT

The Pops encompasses a vast web of relationships. By supporting The Pops, you support a venerable arts organization that has been performing and growing for 46 years in Sarasota and Manatee counties.

### VISIBILITY

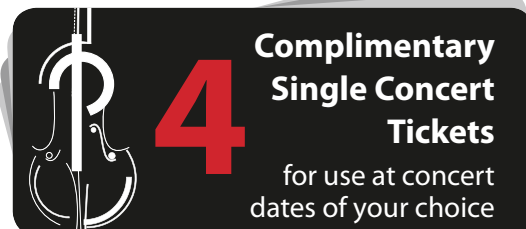
Your business will additionally be listed in concert programs and linked to on the Pops' website.

#### Full Page Advertiser Bonus



**4** Complimentary  
Season Tickets

#### Half Page Advertiser Bonus



**4** Complimentary  
Single Concert  
Tickets  
for use at concert  
dates of your choice