

## Program Advertising 2016-2017 Season

First, **thank you** for considering our program as an advertising platform for your business. Your support helps make the North Carolina Master Chorale concerts possible. We are certain that, after a year in our program, you will be returning the thanks because your ad was successful in generating new business for you.

If you are not already familiar with the North Carolina Master Chorale, we are an organization dedicated to the choral music art, and we produce concerts each year; five this coming season with three taking place in the Duke Energy Center for the Performing Arts (DECPA). Our 170+ voice symphonic chorus and our 16-40 voice chamber choirs perform great choral masterworks, often with the help of members of the North Carolina Symphony and soloists from around the country. Additionally, our choruses regularly perform on both the North Carolina Symphony and Carolina Ballet performance series. NCMC was recently named the Resident Chorus of the North Carolina Symphony.

### Benefits of Advertising with NCMC

- ♪ Competitive Rates
- ♪ Distinctive Audience
- ♪ Long Life of Advertisement
- ♪ Supporting a Community Organization

### Our 2016-2017 Concert Season:

- |                                    |   |
|------------------------------------|---|
| ♪ Handel: <i>Alexander's Feast</i> | Saturday, October 22, 2016, in Hayes Barton Baptist Church, Raleigh |
| ♪ <i>Joy of the Season</i>         | Tuesday, December 13, 2016, in Meymandi Concert Hall, DECPA         |
| ♪ Brahms' <i>German Requiem</i>    | Sunday, January 29, 2017, in Meymandi Concert Hall, DECPA           |
| ♪ <i>Romance in the Air</i>        | Saturday, February 11, 2017 in Kenan Hall, William Peace University |
| ♪ <i>War and Peace</i>             | Friday, May 12, 2017, in Hayes Barton UMC, Raleigh                  |

Next season will be the Master Chorale's **74th season** in Raleigh, and it includes six performances of five wonderful programs! Over 4,000 potential clients and customers will attend our programs. Maximize your advertising budget and reach a wide array of consumers: families, well-educated, established professionals and retirees from across the Triangle and beyond. **Your ad has a long life—nearly seven months**—which means your investment gets stretched further than newspaper or magazine published ads!

We would love to have your advertisement in our Season Program. Ad sizes and rates are published on the next page. Call (919) 856-9700 for more information or to receive a complete sample program. Thanks again!

### Space Reservation Deadline:

9/9/2016

### Materials Deadline:

9/16/2016

### Contact: Michelle Hile

(919) 856-9700 x3 or michelle@ncmasterchorale.org

Reserve space online: <http://tinyurl.com/NCMC-ads-form>

North Carolina Master Chorale  
**Ad Sizes and Rates 2016-2017**

<b>Ad</b>	<b>Size</b>	<b>Price</b>	<b>Bonus-</b>
<del>Back Cover</del> <small>NOT AVAILABLE</small>	<del>7.5" w x 10" h</del>	<del>\$1,000</del>	<del>10 tickets</del>
Premium †	7.5" w x 10" h	\$600	8 tickets
Full Page	7.5" w x 10" h	\$425	6 tickets
Half Page	7.5" w x 4.75" h	\$325	4 tickets
Quarter Page	3.625" w x 4.75" h	\$185	2 tickets
Eighth Page	3.625" w x 2.25" h	\$95	CD

† Inside front cover, inside back cover  
 Business card ad = eighth page

\*With ad payment received by October 31, receive this quantity of complimentary tickets to a Master Chorale concert (advertiser's choice). New 1/8th page advertisers receive a copy of the Master Chorale's latest holiday recording.

(vertical also available, 3.625" w x 10" h) **Half Page**

**Mechanicals:** Call or email Michelle Hile at the Master Chorale office, (919) 856-9700 x3 or michelle@ncmasterchorale.org for specific information regarding mechanicals.

**Eighth Page**

**Quarter Page**

**Full Page**