

# THE COMMUNITY APPRECIATES YOUR SUPPORT!

It is our goal to give advertisers rewarding acknowledgement for their support of music education and positive exposure for sustaining live music performance by young artists in Monterey County. People who will know about your advertising include:

- 1,800 concert attendees for two concerts at the Sunset Center in Carmel and one at the Steinbeck Institute for Art & Culture, Salinas in collaboration with guest artists. During our 2009-2010 concert season, YMM filled local auditoriums nearly to capacity.
- 90+ student musicians enrolled in the Junior Youth and Honors Orchestras
- Over 150 parent and community volunteers involved in supporting the program.
- 5,000 families throughout Monterey County receive our free event notifications and concert promotions.



Youth Music Monterey  
546B Hartnell Street, Monterey, CA 93940

Phone: 831-375-1992  
Fax: 831-375-0645  
[www.youthmusicmonterey.org](http://www.youthmusicmonterey.org)  
[info@youthmusicmonterey.org](mailto:info@youthmusicmonterey.org)



PHOTO BY: PATRICE WARD

*Providing high-caliber opportunities and incentives for young people to enrich their lives and benefit the community through the performance and greater understanding of music.*

2010-2011 Concert Season

Dear Friend of the Arts,

Supporting Youth Music Monterey's concerts through advertising is a simple and wonderful way to support education and the arts. We hope you will become part of the family of students, parents, staff, and community partners who help to sustain quality youth music education in Monterey County through this mutually beneficial program.

Your advertisement sustains a key program in Monterey County that provides opportunities for talented and dedicated student musicians to perform with a professional conductor at premiere venues. In return, you and your organization garner positive community exposure through (anticipated) sell-out performances at the Sunset Center and the Steinbeck Institute for Art & Culture.

We hope you will show your support for music education and for the youth of Monterey County by advertising with us this year.

Best Regards,

*Vanisha Evans Dowon*  
Orchestra Programs Manager

# ADVERTISING APPLICATION

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

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

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

## 1) Which concert(s) would you like to advertise in?

- February 26, 2011 "Hitting the High Seas" at Sunset Center, Carmel
- May 15, 2011 "Musical Fantasies" at the Steinbeck Institute for Art & Culture, Salinas

## 2) Advertisement Information

A) Size of Ad \_\_\_\_\_ X \_\_\_\_\_

B) Number of Insertions (1x, 2x, 3x) \_\_\_\_\_

C) Price of Program Advertising \$ \_\_\_\_\_

## 3) My advertisement is:

- Attached - please scan
- Attached - please recreate
- Enclosed (digital)
- Coming via email to [vevans@youthmusicmonterey.org](mailto:vevans@youthmusicmonterey.org)
- Not enclosed - further information: \_\_\_\_\_

To inquire further, please call the YMM office at (831) 375-1992. Checks or credit cards are accepted (contact the YMM office for credit card payment).

**Fax completed applications to (831) 375-0645 or email**



Full Page 6" x 7-1/2"	1/4 Page 2-7/8" x 3-5/8"	1/8 Page (Biz Card) 2-7/8" x 1-5/8"
	1/2 Page Horizontal 6" x 3-5/8"	
1/2 Page Vertical 3-5/8" x 6"	1/8 Page (Biz Card) 2-7/8" x 1-5/8"	<b>Please note:</b> · Programs are printed in black ink · Artwork will be accepted in black/white or color (all color ads will be changed to grayscale) · High resolution files in common formats are recommended (.pdf, .jpg, .tif, .gif)
	1/4 Page 2-7/8" x 3-5/8"	

E-mail your high resolution ad 3 weeks prior to the concert to:  
**[vevans@youthmusicmonterey.org](mailto:vevans@youthmusicmonterey.org)**

## Advertising Information

### Standard Ads

<b>Full Page</b>	<b>6" x 7-1/2"</b>
1 insert	\$300
2 inserts	\$375
3 inserts	\$450

<b>Half Page</b>	<b>6" x 3-5/8"</b>
1 insert	\$175
2 inserts	\$225
3 inserts	\$275

<b>Quarter Page</b>	<b>2-7/8" x 3-5/8"</b>
1 insert	\$100
2 inserts	\$125
3 inserts	\$150

<b>Eighth Page (Business Card Size)</b>	<b>2-7/8" x 1-5/8"</b>
1 insert	\$50
2 inserts	\$75
3 inserts	\$100

### Special Ads

<b>Inside Front Cover or Inside Back Cover</b>	<b>6" x 7-1/2"</b>
1 insert	\$400
2 inserts	\$475
3 inserts	\$525

<b>Back Cover</b>	<b>6" x 7-1/2"</b>
1 insert	\$450
2 inserts	\$550
3 inserts	\$625

<b>Inside Spread</b>	<b>12" x 7-1/2"</b>
1 insert	\$700
2 inserts	\$825
3 inserts	\$1,000

**ADVERTISE YOUR BUSINESS!**