

# 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 Sherwood Hall, Salinas in collaboration with the Santa Cruz County Youth Symphony. During our 2008-2009 concert season, YMM filled local auditoriums nearly to capacity.
- 100+ student musicians enrolled in the Youth and Honors Orchestras
- Over 200 parent and community volunteers involved in supporting the program.
- 5,000 families throughout Monterey County receive our free newsletter, 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.*

2009-2010 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 Sherwood Hall.

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,

Audrey E. Lorca  
Executive Director

# 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?

- November 15, 2009 “Thrilling Marches & Dances” at Sunset Center, Carmel
- February 20, 2010 “Title TBD” at Sunset Center, Carmel
- May 2, 2010 “Title TBD” at Sherwood Hall, Salinas in collaboration with the Santa Cruz County Youth Symphony

## 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 [alorca@youthmusicmonterey.org](mailto:alorca@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). Mail your application with your artwork and payment to: Youth Music Monterey, 546B Hartnell Street, Monterey, CA 93940.



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### Please note:

- 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 (.jpg, .tif, .gif)

## 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!