

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 Youth Music Monterey County. People who will know about your advertising include:

- 1,500 attendees for concerts at the Sunset Center in Carmel and the Steinbeck Institute for Art & Culture in Salinas.
- 100 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 County
546B Hartnell Street, Monterey, CA 93940

Phone: 831-375-1992
Fax: 831-375-0645
www.youthmusicmonterey.org
office@youthmusicmonterey.org

Youth Music Monterey County

...Building the Next Generation of Musicians & Music Lovers



PHOTO BY: PATRICE WARD

Inspiring excellence in individual students and enriching our community by providing young people with opportunities to participate in, and gain greater understanding of, music and its performance.



2011-2012 Concert Season

Dear Friend of the Arts,

Supporting Youth Music Monterey County'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 outstanding 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.

Musically,

Vanisha Evans Dowon

Program Director

Youth Music Monterey County
vevans@youthmusicmonterey.org
(831) 375-1992 phone

Youth Music Monterey County 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 5, 2011 ads due October 14, 2011
 February 25, 2012 ads due February 3, 2012
 May 6, 2012 ads due April 6, 2012

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
- Enclosed (digital)
- Coming via email to 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 7.5"	1/4 Page 3" x 3.75"	1/8 Page (Biz Card)
		3" x 1.75"
		1/2 Page Horizontal 6" x 3.75"
1/2 Page Vertical 3" x 7.5"	1/8 Page (Biz Card)	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 (.pdf, .jpg, .png, .gif)
	3" x 1.75"	
	1/4 Page 3" x 3.75"	

E-mail your high resolution ad by the due date to:
vevans@youthmusicmonterey.org

Advertising Information

Standard Ads

Full Page	6" x 7.5"
1 insert	\$300
2 inserts	\$375
3 inserts	\$450

Half Page	6" x 3.75"
1 insert	\$175
2 inserts	\$225
3 inserts	\$275

Quarter Page	3" x 3.75"
1 insert	\$100
2 inserts	\$125
3 inserts	\$150

Eighth Page (Business Card Size)	3" x 1.75"
1 insert	\$50
2 inserts	\$75
3 inserts	\$100

Special Ads

Inside Front Cover or Inside Back Cover

	6" x 7.5"
1 insert	\$400
2 inserts	\$475
3 inserts	\$525

Back Cover	6" x 7.5"
1 insert	\$450
2 inserts	\$550
3 inserts	\$625

Inside Spread	12" x 7.5"
1 insert	\$700
2 inserts	\$825
3 inserts	\$1,000

ADVERTISE YOUR BUSINESS!