



Summer 2017

Dear Friends,

We are very proud to announce that we are approaching our 26th year of presenting the best of classical chamber music in the Berkshires. We are planning a special season of exceptional concerts! 2017-18 is the year to include a Close Encounters With Music business partnership in your budget. If you are returning to our playbill, you may find our new partnership option an exciting vehicle for reaching a broad segment of the Berkshire community (as well as showcasing your appreciation for great music!). There are now more reasons than ever to participate in the rich cultural resource of Close Encounters With Music's playbill with more opportunities for you to shine brightly.

Here is a link to our current playbill e-reader, which has been another great success in reaching our audiences...and your customers. No matter what the weather's like outside, CEWM concert-goers warm up in their theater seats by browsing through this glossy, elegant color 52 page program book, with its engaging articles and advertisements from local shops, restaurants, businesses, and services. Patrons keep our playbill to be enjoyed and referenced at home, long after the music is over. Your on-line ad is also hyperlinked to your web site, which can be viewed on all types of devices. [www.cewm.org/cewm\\_links.html](http://www.cewm.org/cewm_links.html)

Here are other compelling reasons to link your business with our upcoming 2017-18 season:

- As the leading presenter of chamber music in the region, we attract audiences of 400 to 600 music lovers at each of our seven public concerts. The playbill is also distributed at our two "Conversations With..." lectures and at all fundraising events.
- Our advertising base has grown steadily for good reason! CEWM audience members know the high standards that our organization achieves. They are discerning shoppers who go out of their way for excellent quality in everything they purchase. Advertisers give us great feedback. They are delighted and impressed by the response they get from our audience.
- You'll reach the permanent Berkshire residents, not just summer tourists. Our concerts run from October to June, and our patrons are the people who own homes here or who visit year-round, purchase local goods and services, and eat in local restaurants—not only during summer.
- Our playbill carries your message to a broad geographical area. You'll be reaching audience members from Albany, throughout the Berkshires, Hampshire County, Columbia County, and outwards to Connecticut, the Hudson Valley, New York City, Long Island, New Jersey, Vermont and Boston.
- This is a one-time advertising decision that keeps giving back, from fall through early summer. We print one playbill for the whole season, and it gives you visibility from October to June. The playbill is given to each audience member at every event.

**BUSINESS PARTNERSHIPS:** This year, those who support us at the (\$475) **Bronze Level** will receive a ¼ page color ad in our Playbill, 4 tickets to a CEWM concert of their choice from October to May and a logo and acknowledgement on our 26<sup>th</sup> anniversary page. A **Silver Level** of business support (\$850) will give you a ½ page ad, six complimentary tickets to your choice of concerts October through June, your logo and acknowledgement.

Our **Gold Level** (\$1600) gives partners a full page ad, a logo and acknowledgement, a full 2 subscriptions to our upcoming 2017-18 season including 2 tickets to our Gala Patrons Reception and a CD.

I hope you will join our circle of advertisers this coming season to use our rich cultural resource to your full advantage. Please don't hesitate to call me if you have any questions or to reserve your spot.

Best wishes,

  
Pamela Dreyfus Smith



## 26<sup>TH</sup> SEASON PLAYBILL RESERVATION

(please print clearly)

Company Name \_\_\_\_\_ Contact: \_\_\_\_\_

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

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

Business Phone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

Contact Name \_\_\_\_\_ Website Address \_\_\_\_\_

(To hyperlink to your web site.)

### 2017-2018 BUSINESS PARTNERSHIPS:

Partnerships are partially tax deductible.

**Bronze Level** includes a ¼ page color ad in our Playbill, 4 tickets to a CEWM concert of choice from October to May and a logo and acknowledgement on our 26<sup>th</sup> anniversary page. \$475

**Silver Level** includes a ½ page ad, six complimentary tickets to your choice of concerts October through June, your logo and acknowledgement. \$850

**Gold Level** includes a full page ad, a logo and acknowledgement, a full 2 subscriptions to our upcoming 2016-17 season including 2 tickets to our Gala Patrons Reception and a CD. \$1600

### 2017-18 Playbill Sizes and Rates

Location/Size of Ad	Dimensions	B&W	Color
Outside Back Cover	6.25"w x 9.25"h		\$1,800*
Inside Back Cover	6.25"w x 9.25"h		\$1,640*
Full Page Ad	6.25"w x 9.25"h	\$1100	\$1,395*
Half Page Ad	6.25"w x 4.375"	\$695	\$800
Quarter Page Ad	3.0"w x 4.375"h	\$375	\$415
Eighth Page Ad (business card)	3"w x 2"h	\$295	NA
Artwork Design Available		\$90 per ad	

\*Bleeds available for full page color ads only. Full bleed dimensions are: Trim size 7"w x 10"h, plus add 1/8 inch on all sides for bleed.

Electronic artwork is preferred. There will be no bleeds except for full page color ads. Digital formats: Quark or Adobe images should be saved as high res. pdf, jpg, eps, or tiff files; Embed all fonts. CMYK for color, Grayscale for B&W. Please send ad to [info@cewm.org](mailto:info@cewm.org).

Please continue to fill out the form on the reverse side.



## 26<sup>TH</sup> SEASON PLAYBILL RESERVATION

2017–2018 Reservation Forms, Payment and Print Ready Artwork are due by **August 20**.

Please check preferences

### Business Partnerships

- Bronze Level**      \$475
- Silver Level**      \$850
- Gold Level**      \$1600

### Advertisement only

- Outside back cover      \$1800
- Inside back cover      \$1640
- Full page color      \$1395
- Full page black/white      \$1100
- Half page color      \$800
- Half page b/w      \$695
- Quarter page color      \$415
- Quarter page b/w      \$375
- Eighth page bw only      \$295

**This signed form with payment must be included to reserve ad space.**

Credit Card Type	<input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> AMEX            (Please circle one)
Credit Card Number	
Expiration Date	<input type="checkbox"/> V code number
Cardholder Name	

Yes, please place my ad in the 2017-2018 Playbill and use my credit card.  
 Yes, please place my ad. A check is enclosed.

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 Your signature

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 date