



Portland Baroque Orchestra 2007-2008 Season

PBO makes a great advertising partner for your business:

Portland Baroque Orchestra's **wide market presence:**

- Over 10,000 annual concert attendees drawn from Portland and the Tri-County area.
- 20 concerts presented at venues in downtown Portland and Reed College.
- PBO's audience members are discriminating, well-educated, and well-travelled. 80% are college graduates and 50% hold post-graduate degrees. Over a third come from households in the over \$100,000 income demographic. Main age bracket 35-64.
- Your ad will be seen by thousands of the region's most educated and affluent consumers.

PBO brings alive the **music of the Baroque, Classical and early Romantic** periods performed by world-class musicians. 2007-08 marks its 24th season.

- Monica Huggett (London, England) is one of the world's most acclaimed baroque violinists and is in her 13th season as PBO's artistic director.
- PBO brings to Portland internationally celebrated guest artists such as Andrew Manze (UK), Ton Koopman (The Netherlands), Richard Egarr (UK), Matthew White (Canada), and Julianne Baird (USA).
- PBO's musicians live throughout the Tri-County area, and also perform regularly with other professional ensembles across North America.
- 4 recent recordings of the orchestra are available at concerts and throughout the world by online distribution.

Portland Baroque Orchestra's **sound** is produced through

- Historically accurate instruments and performance techniques presented in intimate venues.
- Each musician's personal commitment to this repertoire and to energetic collaborations.
- Artistic director Monica Huggett, known throughout the world for her energetic musical leadership.

Our **reach** into the community:

- Underwriters provide tickets and concert access to under-served citizens with local service agencies.
- In-school programs with musicians at schools in the Tri-county area.
- Outreach concerts with PBO musicians at local libraries, schools, and other public venues.
- Free public lectures on the composers and historical traditions of PBO's music.

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Program Advertising: Rates & Information

PBO produces 3 program books per concert season. The total print run and distribution will be 9,800 copies, to concert patrons at three venues in the greater Portland metropolitan area.

Premium (full-color) positions. Inside covers only, subject to availability. Full Season Only.

Full Page	4-color, coated stock, trimmed to 8.5in x 11in	\$3,800
Half Page	4-color, coated stock, ad size 7.5in x 4.75in	2,800

Premium positions are available for the full season only. NB: Outside back cover is not available.

Black and White ads

Exposures per book:	(projected audiences)	3,600	2,200	4,600	10,400	
Size	Orientation	Dimensions (W x H)	Book 1	Book 2	Book 3	Full season (30% off)
Full page	Vertical	7.125in x 10in	\$1,200	\$1,200	\$1,600	\$2,800
1/2 page	Vertical	3.625in x 10in	800	800	1,000	1,800
1/2 page	Horizontal	7.5in x 4.75in	800	800	1,000	1,800
1/4 page	Vertical	3.625in x 4.75in	450	450	600	900
1/8 page	Business card	3.625in x 2.125in	250	250	350	600

Full season ad reservations are required by September 24 deadline. Artwork may be changed.

Book 1 covers two concert program sets in October and November 2007 (3,600 imprints)

Book 2 covers the four festive holiday performances of Handel's *Messiah* in Dec. 2007 (2,200 imprints)

Book 3 covers three concert program sets in February, March, and May 2008 (4,600 imprints)

Production deadlines

Program book dates	Reservation deadline	Artwork deadline
Full season (All 3 books)	October 1, 2007	October 12, 2007
Book 1: Oct 19 - Nov 18	October 1, 2007	October 12, 2007
Book 2: Dec 20-23 (<i>Messiah</i>)	November 15, 2007	November 30, 2007
Book 3: Feb 15 - May 11	January 15, 2008	January 30, 2008

All ads must be submitted electronically as high-resolution PDF files, minimum 300dpi. Ads may be emailed to mark@pbo.org or sent on CDR to Portland Baroque Orchestra, Attn: Mark Powell, 1020 SW Taylor St, Suite 275, Portland, OR 97205. **Signed contract is due at the same time as artwork.**

Please contact Mark Powell at (503) 222-6000 x102 or email at mark@pbo.org.

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Program Advertising: Order Form

Business/Organization _____

Contact name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Website address _____

Please reserve the following:

	Full season	Amount
Full Page, color ad, full season coverage	\$3,800 <input type="checkbox"/>	\$ _____
Half Page, color ad, full season coverage	2,800 <input type="checkbox"/>	_____

Size	Book 1	Book 2	Book 3	Full season	
Full page	\$1,200 <input type="checkbox"/>	\$1,200 <input type="checkbox"/>	\$1,600 <input type="checkbox"/>	\$2,800 <input type="checkbox"/>	_____
1/2 page	800 <input type="checkbox"/>	800 <input type="checkbox"/>	1,000 <input type="checkbox"/>	1,800 <input type="checkbox"/>	_____
1/2 page	800 <input type="checkbox"/>	800 <input type="checkbox"/>	1,000 <input type="checkbox"/>	1,800 <input type="checkbox"/>	_____
1/4 page	450 <input type="checkbox"/>	450 <input type="checkbox"/>	600 <input type="checkbox"/>	900 <input type="checkbox"/>	_____
1/8 page	250 <input type="checkbox"/>	250 <input type="checkbox"/>	350 <input type="checkbox"/>	600 <input type="checkbox"/>	_____

I hereby reserve space as indicated above, and agree to remit payment to Portland Baroque Orchestra upon publication of display advertising. I am responsible for providing artwork for this advertising in electronic format as required.

AUTHORIZED BY: _____ **Print name:** _____

Company: _____ **Title:** _____

PAYMENT INFORMATION:

Please bill the address listed above, attn: _____

Check enclosed Please charge \$ _____ on VISA MC

Card number _____ Exp date _____

Name on card _____

Please return this form to Portland Baroque Orchestra, Attn: Mark Powell, 1020 SW Taylor St, Suite 275, Portland, OR 97205, or **FAX to: 503-226-6635.**

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Ad sizes (not actual size)

