



Portland Baroque Orchestra 2011-2012 28th Annual Season

PBO makes a great advertising partner for your business:

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

- Over 12,000 annual concert attendees drawn from Portland and the Tri-County area.
- At least 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 is 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. 2011-12 marks its 28th season.

- Monica Huggett (London, England / Juilliard School Historical Performance) is one of the world's most acclaimed baroque violinists and is in her 16th season as PBO's artistic director.
- PBO brings to Portland internationally celebrated guest artists such as Rinaldo Alessandrini (Italy), Alexander Weimann (Canada/Germany), Andrew Manze (UK), Ton Koopman (The Netherlands), Richard Egarr (UK), and Matthew White (Canada).
- 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 10,200 copies, to concert patrons at two 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. Outside back cover may be available.

Black and White ads

		Exposures per book:	(projected audiences)	3,400	3,000	4,400	10,200
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 October 1 deadline. Artwork may be changed.

Book 1 covers six concerts in October and November 2011 (3,400 imprints)

Book 2 covers the Dec. 2011 (full-Messiah performances and youth performance) (3,000 imprints)

Book 3 covers eight concerts in February, March, and May 2012 (4,400 imprints)

Production deadlines

Program book dates	Reservation deadline	Artwork deadline
Full season (All 3 books)	October 1, 2011	October 7, 2011
Book 1: Oct 15 - Nov 28	October 1, 2011	October 7, 2011
Book 2: Dec 16 - 19	November 7, 2011	November 14, 2011
Book 3: Feb 18 - May 1	January 31, 2012	February 7, 2012

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 200, 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.



Portland Baroque Orchestra 2011-2012

28th Annual Season

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 200, Portland, OR 97205, or **FAX to: 503-226-6635.**

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Ad sizes (not actual size)

