



Bach at Noon

Free will concerts for the community

7 performances in Bethlehem:
September, October, November
January, February, March, April

3 performances in Allentown:
June, July, August

- Attracts more than 8,000 people annually
- Helps promote your business or service to people visiting the city once a month for the concerts
- Highlights your business as a patron of the arts to help offset expenses against this free program

Bach at Noon:

3.5" w x 2" h

Concert Programs:

Full page: 7" w x 9.5" h
Half page: 7" w x 4.75" h
Quarter page: 3.5" w x 4.75" h

Concert Programs

Christmas, Family & Festival Programs

Christmas and Family

Use these seasonal programs to reach thousands of patrons with greetings or timely promotions about your business or services.

Christmas: two performances; Allentown and Bethlehem

Family: one performance in Bethlehem (February)

Bethlehem Bach Festival

The heart of our season, the Festival draws more than 5,000 audience members from across the country.

Presented over two weekends in May, the Festival includes:

- Concerts
- Educational events / Lectures
- Luncheons / Dinners

Visitors to our area will welcome information about shopping, lodging, food and family fun, as they experience the Lehigh Valley during each Festival and plan their visit for the following year.

Local patrons will appreciate having your business information in hand as they enjoy our Festival and make their own purchase decisions over the coming months.

Mechanical Requirements:

- All ads black and white
- PDF format (most preferred): hi-resolution, B&W, press-ready PDF with all fonts and graphics embedded
- Jpegs: hi-resolution, at least 300 dpi at 100%
- Vector eps: Adobe illustrator eps files, with text converted to outlines

Please contact Renee James, Marketing Director with any questions or for additional information about our advertising program: 610-866-4382 extension 115 or renee@bach.org

Advertising Contract 2017-2018 Season for Bach Choir Program Books



440 Heckewelder Place
Bethlehem, PA 18018
T: 610.866.4382
F: 610.866.6232
BACH.org

Organization _____

Contact _____

Title _____

Address _____

State _____

Zip _____

Telephone _____

Fax _____

Email _____

The deadline for ad submission is Friday, November 10. Ads will run in the Christmas, Family, and Festival Program books. **If you wish to change your ads for the Family and Festival programs, please submit new ad (same size) by Friday, February 9 and Friday, April 20 (respectively).**

Reserve your space now.

Contact Renée James by email (renee@bach.org) or call with questions: 610-866-4382 ext. 115.

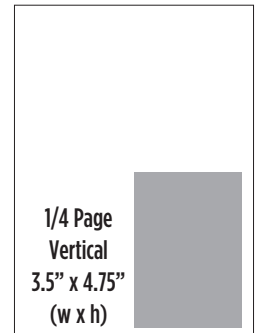
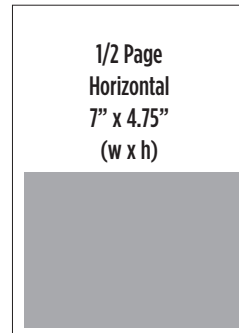
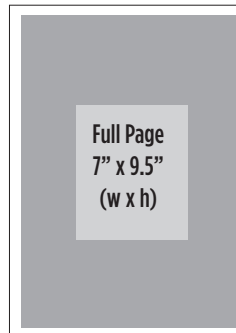
I agree to secure advertising space in The Bach Choir program books in accordance with the following specifications (Please check one):

- Full Page \$850
 1/2 Page Horizontal \$450
 1/4 Page Vertical \$275

Business cards are NOT acceptable.

Need an ad designed?

Contact our designer, Anne Schauer Design at 610-216-6283 for design & production cost.



ALL ADS ARE BLACK AND WHITE. ACCEPTABLE FORMATS:

- **PDF FORMAT (MOST PREFERRED):** Must be a high-resolution, black and white, press-ready PDF with all fonts and graphics embedded.
- **HIGH-RESOLUTION JPEG:** High-resolution jpeg files will be accepted. All jpegs must be 300 dpi at 100%, black and white.
- **VECTOR EPS:** Adobe Illustrator eps files, with text converted to outlines.
- **SEND FILES TO:** renee@bach.org

**VERY IMPORTANT: Please use your organizations's name to name your file and include the size as part of the filename.
EX: ASDesign_half.pdf**

I agree to provide ads in one of the formats listed above. The Bach Choir of Bethlehem reserves the right to approve or reject ads, while the advertiser assumes responsibility for the content of the advertisement. I understand that the ad will appear as specified.

Authorized Representative _____

Authorized Signature _____

Date _____

Please indicate method of payment:

- Check Enclosed Bill Advertiser

Make checks payable to The Bach Choir of Bethlehem. Remit to address above, attn. Renée James.

Advertising Contract 2018

Family & Festival Concert Program Books



440 Heckewelder Place
Bethlehem, PA 18018
T: 610.866.4382
F: 610.866.6232
BACH.org

Organization _____

Contact _____

Title _____

Address _____

State _____

Zip _____

Telephone _____

Fax _____

Email _____

The deadline for ad submission for the Family Concert program is Friday, February 9. Ads will run in the Family and Festival Program books. **If you wish to change your ad for the Festival program please submit new ad (same size) by Friday, April 20.**

Reserve your space now.

Contact Renée James by email (renee@bach.org) or call with questions: 610-866-4382 ext. 115.

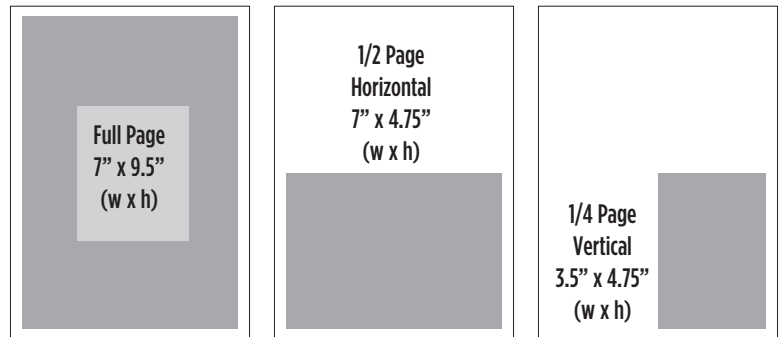
I agree to secure advertising space in The Bach Choir program books in accordance with the following specifications (Please check one):

- Full Page \$675
 1/2 Page Horizontal \$350
 1/4 Page Vertical \$225

Business cards are NOT acceptable.

Need an ad designed?

Contact our designer, Anne Schauer Design at 610-216-6283 for design & production cost.



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- **HIGH-RESOLUTION JPEG:** High-resolution jpeg files will be accepted. All jpegs must be 300 dpi at 100%, black and white.
- **VECTOR EPS:** Adobe Illustrator eps files, with text converted to outlines.
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EX: ASDesign_half.pdf

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Authorized Representative _____

Authorized Signature _____

Date _____

Please indicate method of payment:

- Check Enclosed Bill Advertiser

Make checks payable to The Bach Choir of Bethlehem. Remit to address above, attn. Renée James..

Advertising Contract 2018

Bach Choir FESTIVAL Program Book



440 Heckewelder Place
Bethlehem, PA 18018
T: 610.866.4382
F: 610.866.6232
BACH.org

Organization _____

Contact _____

Title _____

Address _____

State _____

Zip _____

Telephone _____

Fax _____

Email _____

The deadline for ad submission is Friday, April 20.

Reserve your space now. Contact Renée by email (renee@bach.org) or call with questions: 610-866-4382 ext. 1115.

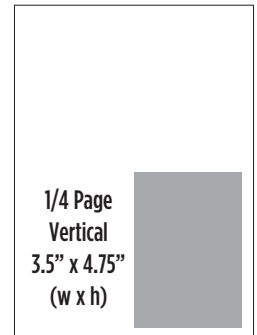
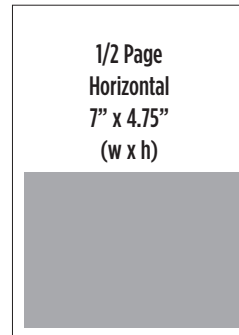
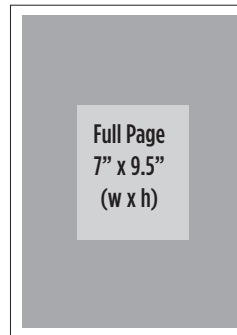
I agree to secure advertising space in The Bach Choir program books in accordance with the following specifications (Please check one):

- Full Page \$425
 1/2 Page Horizontal \$225
 1/4 Page Vertical \$175

Business cards are NOT acceptable.

Need an ad designed?

Contact our designer, Anne Schauer Design at 610-216-6283 for design & production cost.



ALL ADS ARE BLACK AND WHITE. ACCEPTABLE FORMATS :

- **PDF FORMAT (MOST PREFERRED):** Must be a high-resolution, black and white, press-ready PDF with all fonts and graphics embedded.
- **HIGH-RESOLUTION JPEG:** High-resolution jpeg files will be accepted. All jpegs must be 300 dpi at 100%, black and white.
- **VECTOR EPS:** Adobe Illustrator eps files, with text converted to outlines.
- **SEND FILES TO:** renee@bach.org

VERY IMPORTANT: Please use your organizations's name to name your file and include the size as part of the filename. EX: ASDesign_half.pdf

I agree to provide the ad in one of the formats listed above. The Bach Choir of Bethlehem reserves the right to approve or reject all ads, while the advertiser assumes responsibility for the content of the advertisement. I understand that the ad will appear as specified.

Authorized Representative _____

Authorized Signature _____

Date _____

Please indicate method of payment:

- Check Enclosed Bill Advertiser

Make checks payable to The Bach Choir of Bethlehem. Remit to address above, attn. Renée James.

In Kind Trade Advertising Contract 2017-18 Season



440 Heckewelder Place
Bethlehem, PA 18018
T: 610.866.4382
F: 610.866.6232
BACH.org

Organization _____

Contact _____

Title _____

Address _____

State _____

Zip _____

Telephone _____

Fax _____

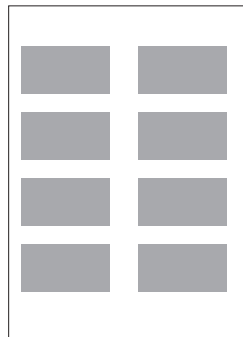
E mail _____

The deadline for ad submission is Friday, November 10. Ads will run in the Christmas, Family and Festival books, on a page dedicated to acknowledging our in-kind sponsors. **If you wish to change your ad for the Family and Festival programs, please submit new ad (same size) by Friday, February 9 and April 20 (respectively).**

1/8 Page horizontal

1/8 Page Horizontal
3.5" x 2.25"
(w x h)

**Business cards
are not accepted**



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- **VECTOR EPS:** Adobe Illustrator eps files, with text converted to outlines.
- **SEND FILES TO:** renee@bach.org

VERY IMPORTANT: Please use your organizations's name to name your file and include the size as part of the filename. EX: ASDesign_eighth.pdf

I agree to provide a digital ad in one of the formats listed above. The advertiser assumes responsibility for the content of the advertisement. I understand that the ad will appear as specified.

Authorized Representative _____

Authorized Signature _____

Date _____

If you have any questions about the ad specs, please contact Renée James at 610.866.4382 ext. 115.

Advertising Contract 2018

Allentown Bach at Noon Program



440 Heckewelder Place
Bethlehem, PA 18018
T: 610.866.4382
F: 610.866.6232
BACH.org

Business _____

Contact _____

Title _____

Address _____

State _____

Zip _____

Telephone _____

Fax _____

Email _____

\$100 for three concert programs (June, July & August)
Space is LIMITED to eight ads - reserve your space today!
The deadline for ad submission is May 19, 2018

Contact Renée James by email (renee@bach.org) or call with questions: 610-866-4382 ext. 115

AD SIZE IS 3.5 INCHES WIDE X 2 INCHES HIGH - BLACK & WHITE

ACCEPTABLE FORMATS:

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Authorized Signature _____

Date _____

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