



"Of National Treasure"

THE BACH CHOIR OF BETHLEHEM

2021 – 2022 Media Kit

Join us for our 124th Season with highlights that include:

- ***Bach's Christmas Oratorio Parts 1, 2 and 3*** in December
 - ***Handel's Messiah, Part 2*** at our Spring Concert
- ***Saint Matthew Passion and the Mass in B Minor*** at our
114th Bethlehem Bach Festival

Renee James
renee@bach.org
610-866-4382 x 115

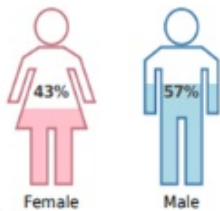


America's oldest Bach choir, **The Bach Choir of Bethlehem**, was founded in 1898 and continues to celebrate and perform the music of J.S. Bach and other baroque composers for audiences of more than 22,000 people each year. In addition to the ticketed performances, the Choir also offers ten FREE *Bach at Noon* concerts each year, and visits elementary and middle schools in the Lehigh Valley, reaching some 5,000 students each year with its innovative and approachable *Bach to School* program.

In our 2021-2022 season, we'll present our **Christmas, Family and Spring** concerts, along with our **114th Bethlehem Bach Festival** in May. Below is a snapshot of our audience:

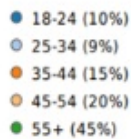
- Slightly higher male number (skewed in favor of male due to likelihood of one email address shared by couple)
- 80% are over the age of 35; with 45% at age 55+
- 41% have Household Incomes of more than \$75K; 65% have HHI of more than \$50,000
- 51% do not have children in the home / 49% have children in the home
- 51% graduated from college or graduate school / 49% graduated from high school

Gender



Data Provider: Acxiom

Age



Data Provider: Acxiom

Household Income



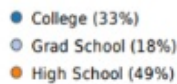
Data Provider: Acxiom

Children in Household



Data Provider: Acxiom

Education



Data Provider: Acxiom

A summary of advertising options are outlined on the following pages.

Bach at Noon Programs - Free-will concerts for the community:

Bach at Noon / Bethlehem: Seven performances in Bethlehem: September, October, November, January, February, March, April

Bach at Noon / Allentown: Three performances in Allentown: June, July, August

- Attract more than 9,000 people annually
- Helps promote your business or service to local patrons as well as people visiting the area regularly for the concerts
- Highlights your business as a patron of the arts to help offset expenses against this free program

Christmas, Spring & Festival: Ad opportunities in our concert programs

Christmas & Spring

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

Christmas: two performances in December, 2021 in Allentown and Bethlehem

Spring: one performance in Bethlehem (March, 2022)

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.

Specifications and Mechanical Requirements

Bach at Noon Programs:

3.5" wide x 2" high

Season | Festival Concert programs:

Full Page: 7" wide x 9.5" high

Half-Page: 7" wide by 4.75" high

Quarter-Page: 3.5" wide x 4.75" high

Contact: Renée James, Marketing Director
with questions or for additional
information: **610-866-4382 x 115** or
renee@bach.org

- 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

Advertising Contract 2021-2022 Season

Bach Choir Program Books



440 Heckewelder Place
Bethlehem, PA 18018
610.866.4382
BACH.org

Organization _____

Contact _____

Title _____

Address _____

State _____

Zip _____

Telephone _____

Fax _____

Email _____

Ad submission deadline: Friday, November 12, 2021. Ads will run in the Christmas, Spring and Festival Program books. **To change your ads for the 2022 Spring and Festival programs, please submit new ad (same size) by Friday, March 4; and Friday, April 15 (respectively). Reserve your space now.**

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

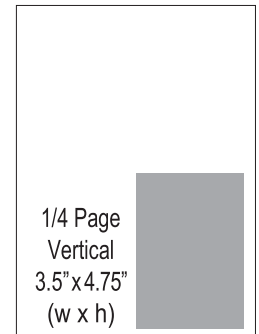
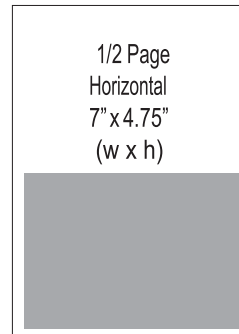
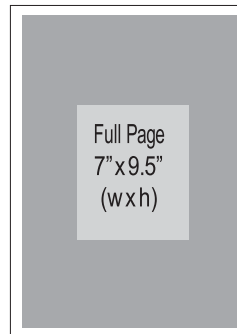
I agree to secure advertising space in The Bach Choir program books in accordance with the following specifications (Please check one):

- 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 organization'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 2021-2022

Spring & Festival Concert Program Books



440 Heckewelder Place
Bethlehem, PA 18018
610.866.4382
BACH.org

Organization _____

Contact _____

Title _____

Address _____

State _____

Zip _____

Telephone _____

Fax _____

Email _____

Ad submission deadline: Friday, March 4, 2022. Ads will run in the Spring and Festival Program books. **To change your ads for the Festival program, please submit new ad (same size) by Friday, April 15, 2022. Reserve your space now.**

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

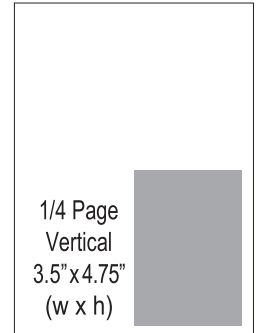
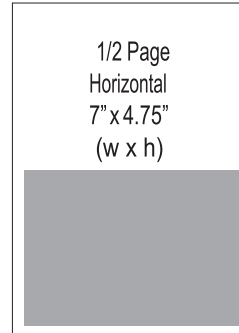
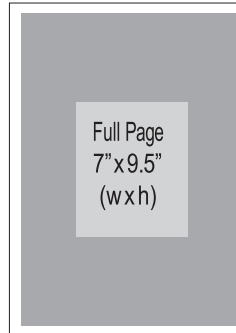
I agree to secure advertising space in The Bach Choir program books in accordance with the following specifications (Please check one):

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

Business cards are NOT acceptable.

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



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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 2020 Bach Choir FESTIVAL Program Book



440 Heckewelder Place
Bethlehem, PA 18018
610.866.4382
BACH.org

Organization _____

Contact _____

Title _____

Address _____

State _____

Zip _____

Telephone _____

Fax _____

Email _____

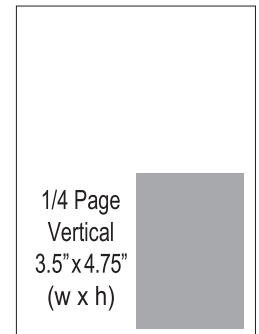
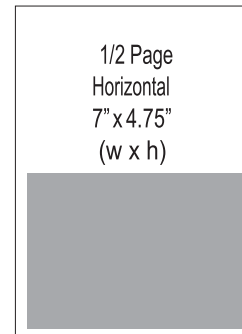
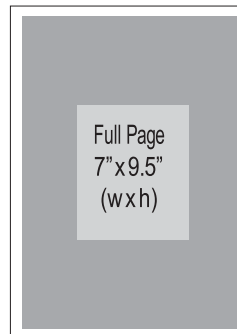
The deadline for ad submission is Friday, April 15, 2022.

Reserve your space now.

Contact Renée 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 \$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.

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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.
- **SEND FILES TO:** renee@bach.org

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Authorized Representative _____

Authorized Signature _____

Date _____

Please indicate method of payment:

- Check Enclosed Bill Advertiser

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Advertising Contract 2021-2022

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 20, 2022

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 Representative

Authorized Signature

Date

Please indicate method of payment:

Check Enclosed Bill Advertiser

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Advertising Contract 2021 - 2022

Bethlehem Bach at Noon Program



440 Heckewelder Place
Bethlehem, PA 18018
610.866.4382
BACH.org

Business

Contact

Title

Address

State

Zip

Telephone

Fax

Email

\$125 for seven concert programs (September, October, November, January, February, March, April)

Space is LIMITED to eight ads – reserve your space today!

The deadline for ad submission is **August 24, 2022**

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

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