



2022–2023

125th  
Anniversary  
Season

**Musical Milestones & New Beginnings**

# THE BACH CHOIR OF BETHLEHEM

2022 – 2023 Media Kit

Join us for our 125th Season with highlights that include:

- **Bach's *Christmas Oratorio Parts 4, 5 and 6* in December**
- **Bach's *Easter Oratorio* & Handel's *Messiah*, Part 3 at our Spring Concert**
- **Our 115th Bethlehem Bach Festival**

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

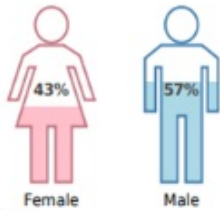


America’s oldest Bach choir, **The Bach Choir of Bethlehem**, was founded in 1898 and continues to celebrate and perform the music of J.S. Bach and other baroque composers for audiences of more than 22,000 people each year. In addition to the ticketed performances, the Choir also offers ten FREE *Bach 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 2022-2023 season, we’ll present our **Christmas, Family and Spring** concerts, along with our **115<sup>th</sup> Bethlehem Bach Festival** in May. Below is a snapshot of our audience:

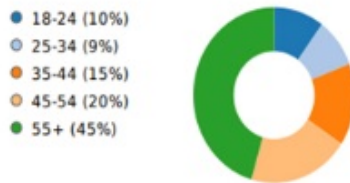
- Slightly higher male number (skewed in favor of male due to likelihood of one email address shared by couple)
- 80% are over the age of 35; with 45% at age 55+
- 41% have Household Incomes of more than \$75K; 65% have HHI of more than \$50,000
- 51% do not have children in the home / 49% have children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

#### Gender



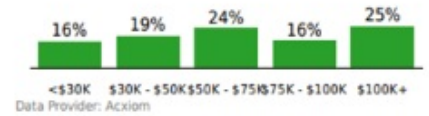
Data Provider: Acxiom

#### Age



Data Provider: Acxiom

#### Household Income



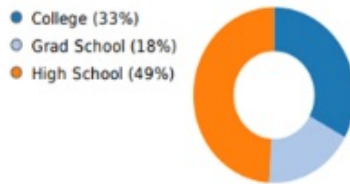
Data Provider: Acxiom

#### 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, 2022 in Allentown and Bethlehem
- **Spring:** one performance in Bethlehem (March, 2023)

### ***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, and 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 and recommendations to friends & family 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 2022-2023

## 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 11, 2022.** Ads will run in the Christmas, Spring and Festival Program books. **To change your ads for the 2023 Spring and Festival programs, please submit new ad (same size) by Monday, February 27, and Friday, April 10 (respectively). Reserve your space now.**

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

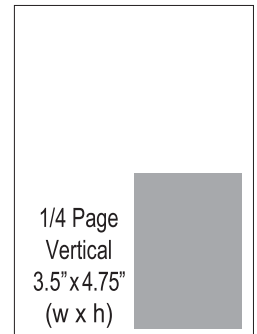
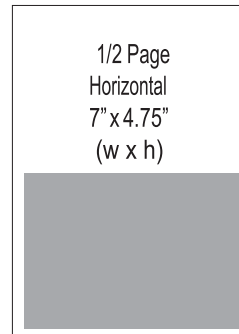
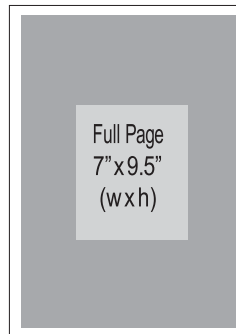
I agree to secure advertising space in The Bach Choir program books in accordance with the following specifications (Please check one):

- 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](mailto: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 2022-2023

## 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: Monday, February 27, 2023.** 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 10, 2023. Reserve your space now.**

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

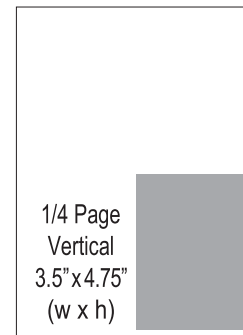
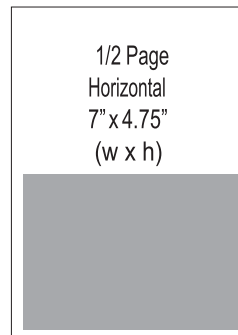
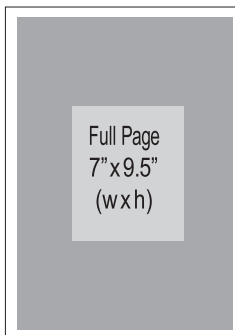
I agree to secure advertising space in The Bach Choir program books in accordance with the following specifications (Please check one):

- 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.



**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](mailto: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 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.

# Advertising Contract 2023 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 10, 2023.**

Reserve your space now.

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

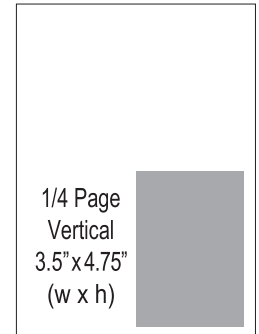
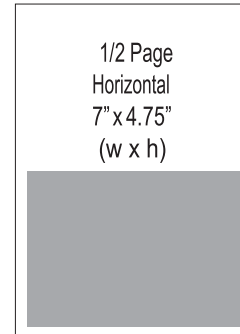
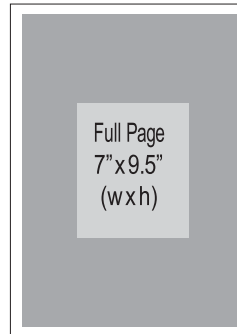
I agree to secure advertising space in The Bach Choir program books in accordance with the following specifications (Please check one):

- 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.



**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](mailto: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 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.

# Advertising Contract 2022 - 2023

## Bethlehem Bach at Noon Program



440 Heckewelder Place  
Bethlehem, PA 18018  
610.866.4382  
BACH.org

Business

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Contact

Title

Address

State

Zip

Telephone

Fax

Email

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**\$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 23, 2022**

Contact Renée James by email ([renee@bach.org](mailto: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:**

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

**VERY IMPORTANT:** *Please use your organization's name to name your file.* EX: ASDesign.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 all ads, while the advertiser assumes responsibility for the content of the advertisement. I understand that the ad will appear as specified.

Authorized Representative

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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 2022-2023

## 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

**NO LONGER AVAILABLE FOR SUMMER 2022**

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, 2023**

**Contact Renée James by email ([renee@bach.org](mailto: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:

- **PDF FORMAT (MOST PREFERRED):** Must be a high-resolution, black & white, press-ready PDF with all fonts and graphics embedded.
- **HIGH-RESOLUTION JPEG:** High-resolution jpeg files must be 300 dpi at 100%, black & white.
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Authorized Representative

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Authorized Signature

Date

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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.



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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.