

About the Cape Cod Symphony Orchestra

One of the largest professional orchestras in Massachusetts, the Cape Cod Symphony Orchestra (CCSO) is dedicated to enriching and furthering the economic, educational, and cultural interests of the Cape Cod community through music.

With a reputation for blending innovation with accessibility, the CCSO combines a polished, professional standing ensemble with world-class soloists and featured artists in compelling programs that have captivated and energized both Cape Cod residents and vacationers for 47 years.

Under the artistic direction of Maestro Jung-Ho Pak, the CCSO presents ten Classics and eight CapePOPS! performances in the 1400-seat Barnstable Performing Arts Center in Hyannis from September to May. In the summer months, the orchestra performs to crowds of thousands at outdoor events.

Additionally, the CCSO provides innovative education programs that reach more than 5,000 elementary and high school students. These programs provide students opportunities to increase their understanding of individual instruments, broaden their participation in the musical world and achieve a progressively deeper appreciation of fine music.

CCSO Concert Season 09|10

Classics Series

Classics 1	AutumnFest	September 26 & 27, 2009
Classics 2	Magnificently Mozart	November 7 & 8, 2009
Classics 3	A Touch of Romance	January 23 & 24, 2010
Classics 4	Journey to the New Land	April 10 & 11, 2010
Classics 5	A Place in the Sun	May 15 & 16, 2010

CapePOPS! Series

CapePOPS! 1	Gershwin Greats	October 10 & 11, 2009
CapePOPS! 2	Holiday Pops Spectacular	December 4, 5 & 6, 2009
CapePOPS! 3	Supreme Reflections	February 13 & 14, 2010



Fiddlers' Green | 712A Main Street | Yarmouth Port, MA 02675
508.362.1185 | capesymphony.org



LIVE

THE SYMPHONY OF LIFE

Take Center Stage

Tap into the
purchasing power of
11,000
concert-goers

Build
brand **loyalty**
and enjoy the
benefits

Get exposure in
25,000 books
from September
to May

Season 2009|10



Impressive Audience

The Cape Cod Symphony Orchestra (CCSO) has been entertaining the region for 47 years. At the same time it has been attracting an impressive audience for advertisers like you. CCSO concert-goers are well educated, represent all areas of Cape Cod and have highly disposable incomes. They are significant users of financial, insurance and banking services. They shop galleries, fine retail stores and dine out often. They are also known to patronize businesses that support their local philanthropies. Simply put, the greatest composer couldn't compose a better audience for your ad.

Impressive Marketing Opportunity

Over the course of a season, the CCSO attracts more than 11,000 concert-goers, all of whom spend time before a performance reading our concert program book and viewing your ad. Designed to enhance the concert experience, the program book contains detailed information about the featured composers and works as well as profiles of the guest artists. As a full-season advertiser, your ad appears in eight different concert program books distributed at ten Classics and eight CapePOPS! performances – a total of 25,000 books – from September through May.

Advertising in CCSO's program books brings your organization the benefits of visibility, prestige and access to one of the most impressive audiences on Cape Cod. What's more, you can be proud to be a vital supporter of the arts in our community.

Take Center Stage.

Reserve your space today.



Ad Sizes & Rates

Designed more like a magazine rather than a playbill, LIVE is a slightly larger 6" x 9" size, full color throughout, editorially engaging and graphically striking.

Full Page Color	8 Program Books	\$2,000
Half Page Color	8 Program Books	\$1,000
Quarter Page Color	8 Program Books	\$500

Space Reservation & Payment

Space must be reserved by **June 15, 2009.**

Materials due **June 30, 2009.**

Payment is due with your space reservation.

To reserve your space, complete the Advertiser Agreement form and return with your payment.

Fax: 508.362.7916

Mail: Cape Cod Symphony Orchestra, Advertising Dept.
712A Main Street, Yarmouth Port, MA 02675

Questions? Contact Kristi Tyldesley at 508.432.1445 or email ktyldesley@capecsymphony.org.

Production Specifications

File Requirements

- **Preferred file format** is hi res press quality PDF. Images within PDF must be CMYK at 300 dpi. Fonts must be embedded in your PDF. Please do not use Pantone or spot colors in your ad.
- **Alternative file format:** InDesign CS2, Macintosh platform. Include InDesign document, all fonts and images as either .tif or .eps, CMYK, 300 dpi at 100%. Please supply a color proof.
- **No Microsoft Word** files will be accepted.

Content & Approval

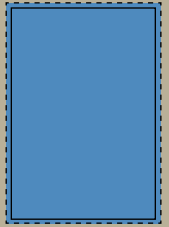
Advertiser and its agency shall be responsible for all content of advertisements and shall defend, indemnify and hold the Cape Cod Symphony Orchestra harmless against any loss, expense or other liability that may arise out of the publication of such advertisements.

Design Services

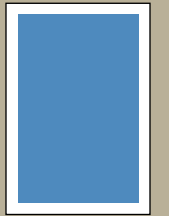
Design services are available to advertisers who need an ad resized for the CCSO program book. Contact Lou Barnicle Graphic Design directly at 508.428.0204 or email lou@loubarnicle.com.

Submission

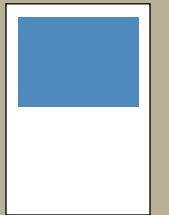
Materials should be submitted via email to ads@capecsymphony.org.



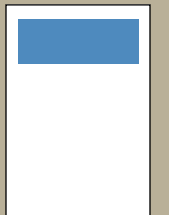
Full Page Bleed
6.25" x 9.25"
Trim size 6" x 9"



Full Page
4.75" x 7.75" (no bleed)



Half Page
4.75" x 3.75" (horizontal)



Quarter Page
4.75" x 1.75" (horizontal)