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blackhawkchorus.com



# Concert Program Advertising Rates and Specifications

## About The Blackhawk Chorus

The Blackhawk Chorus was founded in 1991, thus 2011 represents our 20th year of performing throughout the Bay Area and around the globe. Comprised of 140 talented men and women and directed by Diane Gilfether, a critically acclaimed performer and classical singer, the Chorus has performed in Rome, Florence, Vienna, Salzburg, Prague, London, Scotland, Wales and at Avery Fisher Hall at New York's Lincoln Center. The Chorus performs two concert series annually; a Spring Concert Series that features the music of Broadway and tributes to great performers of the past, and a Holiday Concert Series showcasing songs of the season.

## Our Audience

The Chorus has developed a following of regular patrons that allows us to routinely sellout our concerts and enjoy the thrill of a Standing Ovation as the curtain descends. Our program selections draw families, retirees, students of all ages as well as sophisticated patrons of the art of music. We perform to an audience of over 5,000 on an annual basis.

## Venues

Our regional venues include the Dean Leshner Center in Walnut Creek, the Dougherty Valley Performing Arts Center in San Ramon, Bankhead Theatre at the Livermore Performing Arts Center, Temple Hill in Oakland and the Blackhawk Country Club. The Chorus also performs at local Retirement Homes and facilities as a part of its contribution back to the community and the public.

## Concert Program Advertising Rates

As a supporter and advertiser in Blackhawk Chorus Programs, you have the option of having your ad appear in the Spring Program, the Holiday Program, or both. The rates are:

|         | 1/4 Page (4.25 in. x 2 in.) | 1/2 Page (4.25 in. x 3.5 in.) | Full Page (4.25 in. x 7.25 in.) |
|---------|-----------------------------|-------------------------------|---------------------------------|
| Spring  | \$50                        | \$90                          | \$150                           |
| Holiday | \$50                        | \$90                          | \$150                           |
| Both    | \$90                        | \$150                         | \$250                           |

All of the above ads are printed in color. There is one (1) full color, back cover full page ad available at \$250 per concert series or \$400 for both concert series.

## Submitting Digital Ad Material

Embed all fonts and save at 300 dpi or higher.  
If using Adobe Illustrator, create font outlines before saving file.

Accepted Macintosh and PC formats: PSD (CS2 or below), AI (CS2 or below), EPS, TIFF, JPG and print quality PDF. Photos must be submitted at 300 dpi at 100% of the ad size and converted to grayscale.

## Digital Ad Creation

If you are unable to supply a digital ad file, we can create one for you using a business card or other similar printed material. You will receive a copy of the ad file upon completion for your business use.

|           |       |
|-----------|-------|
| 1/4 Page  | \$75  |
| 1/2 Page  | \$125 |
| Full Page | \$175 |