



Dear Business Owner:

Cuesta Master Chorale is pleased to announce our 2010-2011 season offerings. On December 18 the Chorale will perform the delightfully rhythmic "Jauchzet, frohlocket, auf, preiset die Tage," from Part I of J.S. Bach's *Christmas Oratorio*, and Felix Mendelssohn's richly melodic Psalm 42. The women of the Chorale will serenade you with Ralph Vaughan Williams' haunting *Magnificat*, and we will round out the evening with a medley of Christmas carols arranged for chorus and orchestra by Robert Shaw and Robert Russell Bennett. On May 7 and 8, Cuesta Master Chorale will join with the San Luis Obispo Symphony to celebrate the Symphony's 50th anniversary at their season finale performance of Beethoven's *Ninth Symphony*.

The Master Chorale would like to offer you an opportunity to support the arts in our community by purchasing advertising space in the Chorale's concert programs. By choosing to advertise in the printed program, you can help make it possible for this outstanding musical group to continue its highly-acclaimed presentation of masterworks.

Advertising prices begin at as little as \$75. Approximately 1,300 members of the community will see an advertisement in the Chorale's program. At this rate, the cost of publicizing your business in one program could be less than 6 cents per person. Your business may never have advertised in the print media and may not have *camera ready* art. The Chorale's graphic artists can create your advertisement for a nominal fee of \$15 per hour, or a flat fee of \$25. To help you visualize the differing sizes of our advertising space, examples of each size are included on the reverse.

If you choose to support and promote the performing arts in our community, and the Master Chorale in particular, please fill out the attached form and give to a Master Chorale member, mail or e-mail to the address(es) found below.

Thank you for supporting the arts in San Luis Obispo County.

Vicki Ewart  
Cuesta Master Chorale  
Advertising Coordinator

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### Program Ad Order Form

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

Contact Person \_\_\_\_\_ FAX \_\_\_\_\_ E-mail \_\_\_\_\_

Size

- |   |              |       |
|---|--------------|-------|
| <input type="checkbox"/> Front or back inside cover | 7.5" x 10"   | \$500 |
| <input type="checkbox"/> Full page                  | 7.5" x 10"   | \$400 |
| <input type="checkbox"/> Half page (horizontal)     | 7.5" x 4.75" | \$200 |
| <input type="checkbox"/> Half page (vertical)       | 3.5" x 10"   | \$250 |
| <input type="checkbox"/> Quarter page               | 3.5" x 4.75" | \$150 |
| <input type="checkbox"/> Business card (horizontal) | 3.5" x 2"    | \$ 75 |
| <input type="checkbox"/> Business card (vertical)   | 2" x 3.5"    | \$ 85 |

Make checks payable to :  
**Cuesta College Foundation\***  
and mail to: Vicki Ewart  
9470 Santa Clara Rd.  
Atascadero, CA 93422

*\*please note "for Cuesta Master Chorale" on your check*

- I do not wish to advertise at this time, but I would like to support *Cuesta Master Chorale* with a donation of \$\_\_\_\_\_.

**The deadline to submit your advertisement is November 1.**

Questions? Telephone Vicki Ewart at (805) 441-0860 or Carilyn Anderson (805) 238-7013 or e-mail [vsing@charter.net](mailto:vsing@charter.net)



Cuesta College  
San Luis Obispo, California 93403-8106 • (805) 546-3100

Full page 7.5" x10"

Half page (vertical) 3.5" x 10"

### How to submit your advertisement

1. Submit your ad in one of these forms:
  - **Black and white** camera-ready artwork. (All submissions will be scanned at 200 dpi.)
  - Pagemaker or InDesign layout (Win or Mac) on diskette, CD or e-mail (Please be sure to include any embedded fonts.)
  - \*.jpg or \*.tif graphic.
  - **Print-quality** pdf
2. Be sure your artwork conforms to the sizes listed and displayed on this page.
3. Submit your material no later than 1 November by mail, e-mail or in person.

All submissions *must* include a completed advertisement form, your check for the appropriate amount, and your artwork as described above. Advertisements may be given to a Chorale member or mailed. You may e-mail your advertisement if using graphic or pdf format under 10Mb.

Quarter page 3.5" x 4.75"

Half page (horizontal) 7.5" x 4.75"

Business card (horizontal) 3.5" x 2"

Business card (vertical) 2" x 3.5"