



SANTA CLARA CHORALE

Concert Program Advertising Rates and Specifications

The Santa Clara Chorale has been performing classical and contemporary choral music in the Mission since 1969



Mission Statement

The Santa Clara Chorale is a non-profit 501(c)(3), arts organization dedicated to enhancing the skills of choral singers and extending the knowledge and appreciation of choral singing and its tradition to new singers and audiences.

The Chorale brings together knowledgeable, amateur singers from a range of ages and backgrounds to study, rehearse and perform major choral works.

We strive for a quality of performance that challenges the chorus, attracts outstanding soloists and develops an appreciative audience.

Audience

Our audience is composed of Silicon Valley professionals, retirees, children, the Santa Clara University community and sophisticated art patrons—many are season ticket holders of other arts organizations such as Opera San Jose, San Francisco Symphony and the San Francisco Opera. During our 4-concert season, which has a large number of season ticket holders, we perform to an audience of over 1,500 people.

Venue

The Santa Clara Chorale's home base is the historic Santa Clara Mission located on the campus of Santa Clara University. The Chorale has also sung in other world-renowned concert halls and with various organizations including the San Jose Arena with the Boston Pops; Carnegie Hall in New York City; the New Opera House in Tel Aviv, Israel with the Tel Aviv Symphony Orchestra; and most recently the Rudolfinum in Prague, Czechoslovakia with the Prague Radio Orchestra.

Concert Program Advertising Rates

	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.)
1 Concert	\$ 50	\$100	\$150
2 Concerts	\$ 90	\$180	\$270
3 Concerts	\$135	\$270	\$405
4 Concerts	\$180	\$360	\$540

Preferred Digital Ad Material

All ads run in black and white.

Accepted Macintosh and PC formats:

- PDF (embed all fonts and set dpi at 300 before sending your file)
- Illustrator EPS (no placed files and create outlines of all fonts in Illustrator before sending your file)

Accepted Macintosh programs:

- Adobe InDesign CS3 or lower (.indd file)*
- Adobe Photoshop CS3 or lower (.psd file)*
- Adobe Illustrator CS3 or lower (.ai file)*
- QuarkXpress 6.0 or lower (.qxd file)*

*INCLUDE ALL FONTS AND PLACED IMAGES WITH AD DOCUMENT FILE.

Fonts provided must be postscript fonts (include the screen and printer fonts). Photos must be 300 dpi at 100% the size the ad is running and converted to grayscale.

Digital Ad Creation Rates

If you are unable to supply a digital ad file, digital ad creation is available using a business card or other similar printed material.

1/4 page	\$ 35
1/2 page	\$ 65
Full page	\$100

For more information, call (408) 535-8636, or visit us online at www.scc.org

Santa Clara Chorale, P. O. Box 65, Santa Clara, CA 95052


arts council
silicon valley

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