



T. Herbert Dimmock, Founder & Music Director

Christ Lutheran Church Inner Harbor  
701 S. Charles St.  
Baltimore, MD 21230

[www.BachInBaltimore.org](http://www.BachInBaltimore.org)  
410-941-9262

### Rate Card: 2016-2017 Season

Bach In Baltimore performs ten concerts per season at some of the most prestigious sites in Baltimore, including: Christ Lutheran Church, in the Inner Harbor; First Lutheran Church, Ellicott City; Grace United Methodist Church; and Towson United Methodist Church. Concerts are given on the first Sunday of each month, October through June, at 4pm. A professional orchestra and soloists complement the choir of some 40 to 60 voices at each concert. Premiere area youth ensembles appear regularly as guests. These include the Maryland State Boychoir, and choirs from the Baltimore School for the Arts, Bryn Mawr School, Friends School, Roland Park Country School, Park School and others. Bach In Baltimore was the recipient of a Best of Baltimore award for Best Classical Music in 2009, and was selected as one of the top three choirs in Baltimore by CBS Baltimore.

Bach In Baltimore audiences are diverse, as one would expect for a concert series that includes youth choirs and some free concerts. However, a typical audience member has a comparatively high income, owns their own home, is a selective shopper and values businesses that support the arts. Taking out an ad in the Bach In Baltimore season program book is a great way to reach these community members.

The projected attendance for the 2016-2017 season is 5,000. The 2008-2009 audience totaled 2,382, up 34% from the previous season. In the 2009-2010 season, attendance grew an additional 17%. The total attendance for the recent 2012-2013 season was 3,775; we finished our 2013-2014 season with attendance of 4,375 - marking 27 consecutive seasons of growth!

Size specifications and prices for program book ads are listed below. The program book is printed in full color.

Full page (with bleed)	5.75" wide x 8.75" high	\$775
Inside back or front cover	5.75" wide x 8.75" high	\$975
Outside back cover		\$1,175
Half page	5" wide x 3.75" high <b>OR</b> 2.375" wide x 7.75" high	\$395
Quarter page	2.375" wide x 3.75" high	\$275

- Copy should be high-resolution, in JPEG, TIFF, or PDF format.
- For a **full-page ad**, all text and logos must be at least 0.5" away from the edge of the ad.
- Fonts must be "rasterized" or "outlined" for use in the program.
- If specs or fonts are not as requested above, we are not responsible for the quality of the ad.

If you would like to take out an ad in the program but do not have the means to have one designed, our graphic artist will be pleased to offer his design services for a small fee. Contact T. Herbert Dimmock or David Bielenberg for more details at 410-941-9262 or email [advertising@bachinbaltimore.org](mailto:advertising@bachinbaltimore.org). Email ad copy to: Justin Kulp [thisjustindesign@hotmail.com](mailto:thisjustindesign@hotmail.com)

Payment and all ad copy are due by **August 25, 2016**. (Our graphic designer is also available to assist you, if you so wish.)

Bach in Baltimore's beautiful full-color and full-size season magazine, documents our 29th anniversary season of nine wonderful concerts and reaches an audience of more than 5,000 listeners and ad readers from October through June. Support one of Baltimore's cultural gems and promote your business at the same time. Advertise with Bach in Baltimore today! Commit to two years and save 10%/year or 20%/year for three years!

