



ADVERTISING WITH PENINSULA CANTARE 2021–22 SEASON

Placing an ad with Peninsula Cantare not only supports a vibrant arts community in Silicon Valley; it gives you exposure to a dedicated audience that loves to support local businesses, community nonprofits and good corporate citizens. And now the benefits of advertising have **significantly expanded**. *Plus - we've kept our 2019-20 prices!*

Concerts

Deck the Halls!

Sat., Dec. 18, 2021, 7:30 PM
Covenant Presbyterian Church
670 East Meadow, Palo Alto

To Catch the World's Desire

Sat., Apr 2, 2022, 7:30 PM
First Congregational Church
1985 Louis Road, Palo Alto

Beethoven Birthday Bash

Sat., May 21, 2022, 7:30 PM
First United Methodist Church
625 Hamilton, Palo Alto

Advertising with Peninsula Cantare now **takes you farther than ever...** bigger audiences, more concerts, expanded digital exposure, additional recognition, new sponsorship opportunities and much more!

What's New?

MORE CONCERTS + BIGGER AUDIENCES

Our pre-pandemic year saw **record ticket sales!** Now, our 2021-22 season features an expanded concert series, larger concert venues, more singers, a bigger mailing list, and new pieces making their regional premiere. It all adds up to a larger audience for your ads—up to 65% bigger!

NEW DIGITAL EXPOSURE

Our advertisers deserve to be seen everywhere! Starting this year, your ad placement in Peninsula Cantare's event programs means you will **also** be seen all season long on our website, with a direct link to your own page... **plus** a special thank-you on our popular Facebook and Instagram pages. Digital exposure means even more chances to put your brand in front of our appreciative audiences.

RECOGNITION AT CONCERTS

The most important way we can thank our major advertisers ... is to **thank** you—live, in front of our audience! Remember, with your ads come complimentary tickets to our concerts. We invite you to join us and be recognized in person.

NEW SPONSORSHIP OPPORTUNITIES

Ready to take the next step up? Gain **exclusive** access to Cantare fans, including hosting a post-concert reception table, sending your own email promotion to our list, special VIP events, extra concert tickets, and most importantly, prominent recognition in all our concert publicity as a Concert Sponsor or Season Sponsor. Learn more at www.PeninsulaCantare.org/Sponsorship.

And Every Ad Still Comes With...

Your Ad in Every
Concert Program



Free Tickets to
Every Concert

ADVERTISING AGREEMENT 2021–22 SEASON



Advertising options are available for a variety of budgets!
Send in your advertising agreement by **November 30** to be seen on our site and in concert programs throughout our 2021–22 season.

Advertise with Peninsula Cantare in three easy steps:

- ① Submit your ad request by **November 30** using the online form at peninsulacantare.org/advertise OR return to your Cantare contact OR to **Ginny Grant**, 688 Knoll Drive, San Carlos, CA 94070
- ② Pay via **PayPal** at peninsulacantare.org/advertise OR submit a **check** with this paper form OR via **Venmo** @Peninsula-Cantare with notation of which ad type you are purchasing
- ③ Submit a JPG or PDF of your ad via email to ginnygrant@gmail.com, using the subject “Peninsula Cantare Program Ad.”

Advertiser (your name and company/organization): _____

Street Address: _____ Phone: (____) _____ – _____

City: _____ State: _____ ZIP: _____ Email: _____

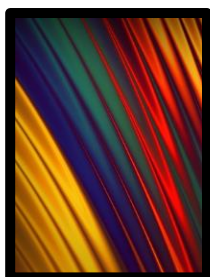
Your Peninsula Cantare Contact: _____

Payment Method: PayPal payment on Cantare website Venmo @Peninsula-Cantare Check attached (payable to Peninsula Cantare)

Signature: _____ Date: ____/____/____

Ad Options

(Running exactly the same ad as in 2019-20? If so, just check here: No change)



Benefits include:

- **Color ad** in full season of event programs (up to three concerts)
- Full season of **color ad on the Peninsula Cantare website**
- Acknowledgements at concerts and in social media
- **Two tickets** to each concert this season (a \$150 value)

Available Sizes:

- Outside Back Cover (8”H x 5”W) in **color** \$650
- Inside Front Cover (8”H x 5”W) in **color** \$550
- Inside Back Cover (8”H x 5”W) in **color** \$550

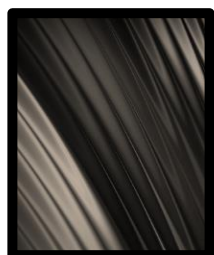


Benefits include:

- **B+W ad** in full season of event programs (up to three concerts)
- Full season of **ad on the Peninsula Cantare website**
- Acknowledgements in social media
- **Two tickets** to each concert this season (a \$150 value)

Available Sizes:

- Inside Full Page (8”H x 5”W) in **B+W** \$475
- Inside Half-Page (Horizontal) (4”H x 5”W) in **black + white** \$300
- Inside Half-Page (Vertical) (8”H x 2½”W) in **black + white** \$300



Benefits include:

- **B+W ad** in full season of event programs (up to three concerts)
- Full season of **ad on the Peninsula Cantare website**
- Acknowledgements in social media
- **One tickets** to each concert this season (a \$75 value)

Available Sizes:

- Inside Quarter-Page (Horizontal) (2”H x 5”W) in **black + white** \$200
- Inside Quarter-Page (Vertical) (4”H x 2½”W) in **black + white** \$200
- Business Card (2”H X 3½”W) in **B+W** \$150