

the SOCIETY BALL

March 24, 2012 · Mandarin Oriental, Boston



Program Book Guide

Program Book Audience: Handel and Haydn Society’s 2012 Gala Benefit and Auction, *The Society Ball*, is anticipated to draw a prestigious group of 300 of the city’s cultural, political, financial, business and philanthropic leaders.

Sizes, Prices, and Impact:

Size	Price	Impact	Art Dimensions
Full-page	\$1,000	Your full-page ad brings 200 students to Symphony Hall for an Open Rehearsal with our Period Instrument Orchestra and Chorus	4.5” wide x 7.5” tall NO BLEED
½-page	\$500	Your half-page ad sponsors one Vocal Quartet in-school performance	4.5” wide x 3.5” tall NO BLEED
¼-page	\$300	Your quarter-page ad funds the Young Men’s Chorus’ participation in an a cappella workshop given by a collegiate men’s choir	2” wide x 3.5” tall NO BLEED

*All ad buyers are recognized in the gala supporters listing in an H&H concert program book following the event.
Ads in the program book are tax-deductible to the fullest extent of the law.*

Deadline: Deadline for all final text/artwork submission: **FEBRUARY 13, 2012.**

Technical Specifications: To place an ad in the program book, please contact Sue D’Arrigo, sdarrigo@handelandhaydn.org or 617 262 1815. The program book will be printed in black ink on white stock. Program pages are 5.5” (W) x 8.5” (T). Files should be in PDF format.



Program Book Reservation Form

YES I would like support the *Society Ball* with an ad in the program book.

- \$1,000 Full-page
 \$500 Half-page
 \$300 Quarter-page

Name: _____

Institution: _____

Address: _____

Telephone: _____ **Email:** _____

Please detach and return this form to:
Handel and Haydn Society, attn: Sue D’Arrigo, 300 Massachusetts Avenue, Boston, MA 02115
617 262 1815 (tel); 617 266 4217 (fax); sdarrigo@handelandhaydn.org (email)