



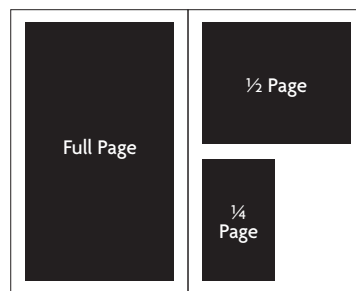
About Handel and Haydn Society

Founded in Boston in 1815, the Handel and Haydn Society (H&H) is the oldest continuously performing arts organization in the United States. Under the leadership of Artistic Director Harry Christophers, its renowned Period Instrument Orchestra and Chorus perform music of the Baroque and Classical eras on the instruments and techniques of the composer's time. H&H presents an annual nine-program series at prestigious Boston venues, including Symphony Hall, Jordan Hall, and Sanders Theatre. It is recognized worldwide for its artistic excellence and integrity.

Celebrating 200 Years: 2015 Bicentennial

This is an exciting time to partner with H&H; in 2015 it will celebrate its Bicentennial, an event of international scope. H&H and Harry Christophers have set forth ambitious artistic and outreach plans. H&H will continue to develop and diversify its audience, increase community involvement, expand its national and international touring schedule, and release live commercial recordings in the US and abroad. You have the opportunity to join H&H and share in the excitement as it approaches this remarkable milestone.

Ad Specifications



DIMENSIONS	Full Page: 4.5" (W) x 7.5" (H) 1/2 Page: 4.5" (W) x 3.5" (H) 1/4 Page: 2" (W) x 3.5" (H)
PAGE SIZE	5.5" (W) x 8.5" (H)
COLORS	Full color (inside front and back covers) Black and white (interior pages)
FILE FORMAT	PDF preferred Other acceptable formats include EPS and TIFF files. Submitted files must be <i>at least</i> 300 dpi and created at a high-quality setting. No bleed.
FILE SUBMISSION	Send files to Kyle Hemingway, Creative Services Manager VIA EMAIL: khemingway@handelandhaydn.org Please indicate "Program Book Ad" in subject line. OR MAIL CD WITH ARTWORK TO: Handel and Haydn Society Attn: Kyle Hemingway 300 Massachusetts Avenue Boston, MA 02115
INFORMATION AND BOOKING	Contact: advertising@handelandhaydn.org .

Handel and Haydn Society
300 Massachusetts Avenue, Boston, MA 02115
617 262 1815 • handelandhaydn.org



Program Advertisements

Turn our audience into yours.





2011–2012 Season Rates

FULL SEASON

Circulation: 35,000

Nine concert programs (19 concerts)	Full Page: \$3,000
	½ Page: \$2,200
	¼ Page: \$1,400

Full color inside cover front or back, nine concert programs	Full Page: \$3,800
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HANDEL MESSIAH AT SYMPHONY HALL

Circulation: 7,500

Handel <i>Messiah</i> Dec 2–4, 2011	Full Page: \$900
	½ Page: \$650
	¼ Page: \$400

SINGLE CONCERTS AT SYMPHONY HALL

Circulation: 5,000 per concert program

Mozart in Vienna Sept 23 & 25, 2011	Full Page: \$600
	½ Page: \$400
	¼ Page: \$275

Vivaldi *The Four Seasons*
Jan 20 & 22, 2012

Beethoven *Eroica*
Feb 17 & 19, 2012

Bach *St. Matthew Passion*
Mar 30 & Apr 1, 2012

Mozart *Coronation*
Apr 27 & 29, 2012

SINGLE CONCERTS AT SPECIAL VENUES

Circulation: 2,000 per concert program

Pergolesi <i>Stabat Mater</i> Oct 28 & 30, 2011 at Jordan Hall	Full Page: \$275
	½ Page: \$175
	¼ Page: \$100

A Bach Christmas
Dec 15 & 18, 2011 at Jordan Hall

Classical Salon
Mar 9, 2012 at Jordan Hall
Mar 11, 2012 at Sanders Theatre

Turn our audience into yours.

REACH UP TO 35,000 CONCERTGOERS

Advertising with the Handel and Haydn Society is a great opportunity to introduce your brand to thousands of new, affluent prospects. With flexible and affordable options, we have a program book advertising plan that's right for you. We'll personally assist you in customizing a campaign that best meets your target and budget.

SPECIAL OFFERS

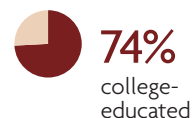
- Save up to 35% when purchasing full-season advertising (35,000 total attendees).
- Get 15% off your total order when purchasing three or more ads.
- Non-profit organizations save 20% on any order.

ADDED VALUE

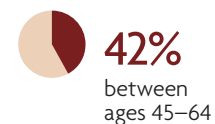
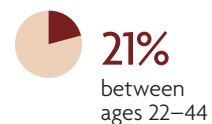
- Full-season advertisers have the opportunity to display their marketing materials at concert Patron Information tables.
- All program books are posted online and are downloadable by any Web visitor, giving your brand extra exposure.

An Audience Worth Reaching

EDUCATED



DIVERSE



LOYAL

