



SUMMERMUSIK

CINCINNATI CHAMBER ORCHESTRA | FESTIVAL



PROGRAM BOOK RATE CARD

FOR ADDITIONAL INFORMATION, CONTACT:

Ralf Ehrhardt, Finance Director/Senior Grants Writer
513.723.1182 (office) | 513.919.4631 (cell)
ehrhardt@ccocincinnati.org

AUDIENCE PROFILE

CONNECT WITH THE TRI-STATE'S AFFLUENT CONSUMERS

The Cincinnati Chamber Orchestra Summermusik Program Book reaches your potential customers, high-end consumers wielding buying power for themselves and the organizations they represent, as well as influence in both their professional and personal communities. Advertising in our Summermusik Program Book provides you direct access to a wealthy and highly-educated market segment. Our audience members are uniquely receptive to your marketing message as they experience the transformative power of chamber orchestra and chamber ensemble performances in a variety of intimate venues across Greater Cincinnati.

Cincinnati Chamber Orchestra patrons...

Live in affluent neighborhoods in Greater Cincinnati, with particularly high concentrations in Hyde Park, Mt. Lookout, Indian Hill, Downtown, Montgomery and Blue Ash; 95% have completed advanced education; 57% have graduate or post-graduate degrees; 44% have household incomes of over \$100,000.

Cincinnati Chamber Orchestra patrons are social and sophisticated consumers. They enjoy an active lifestyle, including fine dining, shopping, traveling and entertaining in their homes. Summermusik's Chamber Crawl series is targeted at our growing young professional audience, ensuring your message will reach tomorrow's most influential decision makers.

THE SUMMERMUSIK PROGRAM BOOK

This year, the Cincinnati Chamber Orchestra continues its tradition of creating beautiful, informative program books for all guests of our Summermusik performances. For 2021, we are shifting to an all-digital format that will allow our guests to access the program book long after the season has ended.

The Summermusik program book is filled with information about guest artists and conductors, informative background essays on the repertoire selections, and stunning season artwork. The program book format and quality are first-rate and create a beautiful showcase for your company.

With enthusiastic reviews and audience comments from previous seasons, we expect to welcome 1,500 attendees to our events this summer.

The 2021 digital program book has the added benefit of allowing patrons to click on your ad and access your website or landing page of your choice, seamlessly connecting our attendees directly to your company!

TECHNICAL SPECIFICATIONS

GRAPHIC DESIGN SERVICES

Cincinnati Chamber Orchestra's Graphic Design Department charges advertisers \$50 per hour for design services. If an ad is full page with bleed, the designer should allow an additional 1/8 inch all the way around for proper trimming purposes. Full page ads with bleed should keep copy at least 1/2 inch from the edges. Ads not conforming will be adjusted, if possible, at additional cost or returned to the advertiser for correction and resubmission.

SUBMITTING FILES

We accept ads as Acrobat .pdf (high resolution, printer quality) or Photoshop .eps files. All files must be CMYK or grayscale; no Pantone colors, please. All fonts must be included (both printer and screen). All images and graphics must be included at a resolution of 300 dpi. All files may be provided on CD or, if smaller than 6 MB, emailed to info@ccocincinnati.org.

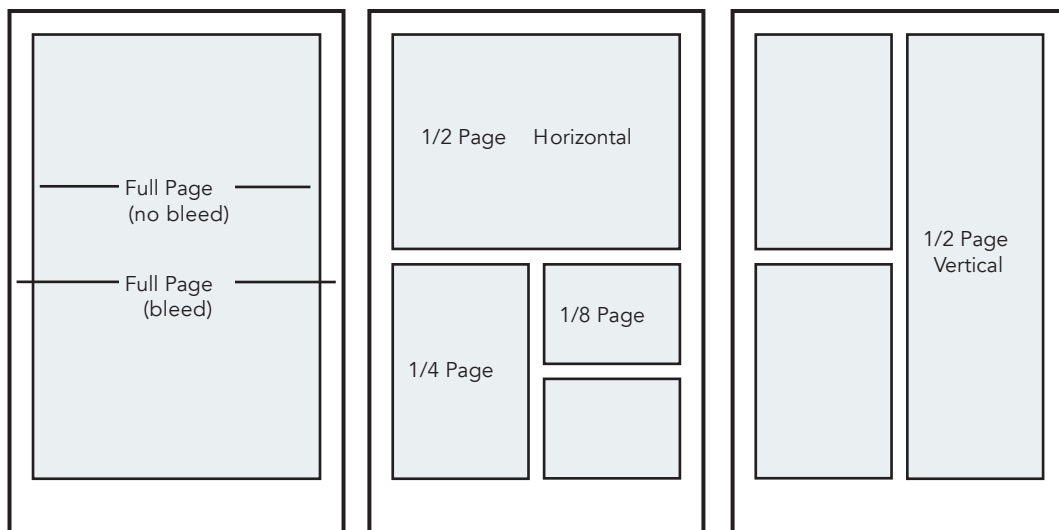
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Cincinnati, OH 45202

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SPECIFICATIONS

Final trim size of program book: 7.5w x 10.5h



4-COLOR ADS

SIZE	RATE	MECHANICALS (width x height in inches)
Double-Page Spread (bleed)	\$5,000	15w x 10.5h (add 1/8 inch bleed all around)
Inside Back Cover (bleed)	\$2,000	7.5w x 10.5h (add 1/8 inch bleed all around)
Inside Front Cover (bleed)	\$2,000	7.5w x 10.5h (add 1/8 inch bleed all around)
Full Page, Premium Position (bleed)	\$1,750	7.5w x 10.5h (add 1/8 inch bleed all around)
Full Page (bleed)	\$1,500	7.5w x 10.5h (add 1/8 inch bleed all around)
1/2 Page (horizontal)	\$750	6.5w x 4.75h
1/2 Page (vertical)	\$750	3.125w x 9.5h
1/4 Page (vertical)	\$500	3.125w x 4.75h
1/8 Page (horizontal)	\$350	3.125w x 2.25h

1-COLOR ADS

Full Page (bleed)	\$1,250	7.5w x 10.5h (add 1/8 inch bleed all around)
1/2 Page (horizontal)	\$550	6.5w x 4.75h
1/2 Page (vertical)	\$550	3.125w x 9.5h
1/4 Page (vertical)	\$350	3.125w x 4.75h
1/8 Page (horizontal)	\$250	3.125w x 2.25h

IMPORTANT FACTS ABOUT CINCINNATI CHAMBER ORCHESTRA

Cincinnati Chamber Orchestra, continually recognized for innovative, multi-dimensional programming, is the only professional chamber orchestra in Cincinnati.

We reach over 100,000 people each year through our full and small ensemble concerts, educational programming, YouTube, Facebook and our website.

In 2015, the CCO launched Summermusik, a summer festival that runs during the month of August. In 2021, artists from around the world will join forces with CCO musicians to present 7 programs in 15 days, taking place at a variety of venues across the Tri-State—from Chamber Orchestra performances at Seasongood Pavilion to small ensemble events at amphitheaters and pavilions across Greater Cincinnati.

With our move to the festival, we have seen a:

- 278% increase in subscriptions,
- 79% increase in total audience,
- 151% increase in earned revenue and multiple annual sellouts.

Recent collaborative partners include Madcap Puppets, Cincinnati Art Museum, Xavier University, Elementz, NKU, Vocal Arts Ensemble, Cincinnati Shakespeare Company, Pyramid Hill Sculpture Park, Exhale Dance Tribe and the Cincinnati Contemporary Jazz Orchestra.

The CCO has had a history of strong music directors, beginning with founder Paul Nadler in 1974, and followed by Gerhard Samuel in 1984, current Boston Pops conductor Keith Lockhart in 1992 and Mischa Santora from 2000-14. Following a two-year search process, Eckart Preu (below) was appointed music director of the CCO in October 2016.



Photo: Michael Wilson

WHAT THE CRITICS ARE SAYING

"WILDLY SUCCESSFUL"

- Cincinnati Enquirer

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"I would choose a CCO event over any arts organization in town."

- Audience member

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"Fantastic concerts! My favorite orchestra!"

- Audience member

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"Tonight's performance has shattered my perception of Chamber Orchestra being boring."

- Audience member

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"INVENTIVE PROGRAMS"

- Cincinnati Enquirer

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"If it were priced at its true value, I would not have been able to afford it."

- Audience member

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