

Hello!

If you are reading this, it's because someone connected with The Susquehanna Valley Chorale has either patronized your business or knows how much you value giving back to our community.

As a non-profit arts organization, we appreciate your understanding of this because that's exactly how we function. We are here for YOU, offering top-notch performances every concert season, and have been doing so for over 50 years. Just like your establishment, SVC has become a reputable institution throughout Central Pennsylvania because we recognize the importance of supporting all members from each of the neighborhoods we serve.

Choral singing has often been referred to as a team sport where nobody sits on the bench...and we couldn't agree more! Music truly does have the power to change hearts and minds. Music is *inclusive* and gives us a sense of *belonging*. And to that end, we believe that music is *essential* to everyone, as is your support of the SVC.

Here's how it works!

When you advertise with us, in addition to your ad in every concert program, we include ALL the benefits listed below.



The SVC **website features** our **advertisers on the homepage**. These ads will rotate as visitors land on the page so that each advertiser has an opportunity to be viewed and will **link directly to your website**.



SVC will **feature advertisers** on a bi-weekly basis on our **Facebook** page. Whenever possible, we tag your own page or include your website in the post. By utilizing social media, SVC offers increased exposure for your business.



YouTube credit screens of our advertisers. Last year we had over 2,000 views on our videos. Our latest release was uploaded in March and our select outreach ensemble, *SVC Limited*, continues to draw attention with their special recordings.

We are proud to say that a minimum of **2600** programs are handed to audience members each season!

Take advantage of our early bird discounts by sending in your advertiser contract and payment before June 30, 2024. If you are not ready to commit now, we do offer quarterly payments on our regular advertising prices. **The deadline for ad copy is October 1, 2024.**

Thanks for your consideration!

Sincerely,

The SVC Board and Staff

2024-2025 Concert Season Advertising Contract

Please return this contract and payment to:

Susquehanna Valley Chorale, PO Box 172, Lewisburg PA 17837 or call 570-547-0455

Date: _____

Business & Contact Person: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

| Pricing | FOR EARLY BIRD DISCOUNT: PLEASE SUBMIT CONTRACT AND PAYMENT BY JUNE 30, 2024 | REGULAR PRICE AFTER JUNE 30, 2024 QUARTERLY PAYMENTS ARE AVAILABLE FOR REGULAR PRICED ADS. | TOTAL |
|-------------------------------------|---|---|----------|
| AD SIZE (WIDTH x HEIGHT, INCHES) | | | |
| ___ Full page (6 x 7-1/2) | \$500.00 | \$700.00 | \$ _____ |
| ___ 1/2 page (6 x 3-5/8) | \$280.00 | \$350.00 | \$ _____ |
| ___ 1/4 page (2-7/8 x 3-5/8) | \$200.00 | \$250.00 | \$ _____ |
| ___ 1/8 page (2-7/8 x 1-11/16) | \$150.00 | \$175.00 | \$ _____ |

Please submit new press-ready artwork for ad by October 1, 2024 - see next page for details

Ad cost \$ _____

Payment

___ Check payable to SVC is enclosed

___ MC or VISA # _____ exp. _____ cvv2 _____

Authorized card holder's signature _____

Advertiser's signature _____

Quarterly payments are available for regular advertisement prices. Payment needs to be completed by June 30, 2025.

SVC Advertising Guidelines

Submissions

Please submit full color ads, they will appear in our program as black and white but will be full color on website, social media and at the end of newly created YouTube videos. Your ad will appear in all concert programs during the 2024-2025 season. If you need to change your ad prior to an upcoming concert, please speak with Kelly Beard @ 570-547-0455, svchorale@gmail.com

Sending Press-ready Ad

Ad files must high-resolution (300 dpi). Press-ready PDF is preferred. Hi-res tiff, jpeg and eps formats are acceptable. Email file to svchorale@gmail.com.

Ad files must be received by **October 1, 2024**.

