



P.O. Box 461 • Chappaqua, New York • 10514

2009-2010 Advertising Order Form

Dear Advertiser:

The Chappaqua Orchestra (TCO) invites you to support local music by placing an ad in our program booklet. TCO knows that now more than ever you need value for your advertising dollar. TCO delivers a great opportunity for you to show your community you support its orchestra. We also provide great exposure for your business.

This is The Chappaqua Orchestra's strategy for dealing with difficult economic times:

- TCO is offering more **free and low cost events**. As people look for quality entertainment close to home, TCO has seen attendance go up. This increases ad exposure.
- TCO has **lowered ad rates**. By lowering our prices, TCO hopes more advertisers will be able to stay on board.
- TCO makes use of the Internet to give your business a web presence. If you already have a website, you know extra links make your site easier to find. If you don't have a website, this is your chance to get your business name out there. See for yourself by visiting www.shopnewcastle.net. If you advertised last year, you're already there!

Your advertising dollars not only help us make great music, they keep local economic wheels turning by providing professional work for area musicians, and bringing performers and music lovers into our area to shop and dine. Our prices cover an entire season of program booklets in addition to a listing and link on www.shopnewcastle.net (which will also be advertised on The Chappaqua Orchestra's website and on all our printed material -- including the backs of our tickets!)

(Deadline for submitting new ads is October 1st, 2009)

Ad Size (we will convert your ad to fit our program)	Rate	Select One	Name _____
Back Cover, Inside Front Cover, Inside Back Cover (full page price, based on availability).	\$350	<input type="checkbox"/>	Business _____
Full Page Premium* (4 ½" x 7 ½")	\$325	<input type="checkbox"/>	Address _____
Full Page (4 ½" x 7 ½")	\$300	<input type="checkbox"/>	Phone _____
Half Page Premium* (4 ½" x 7 ½")	\$175	<input type="checkbox"/>	Email _____
Half Page (4 ½" x 7 ½")	\$150	<input type="checkbox"/>	All advertisers receive a listing and link on www.shopnewcastle.net If you don't have a website or web page, we will create a link to your ad.
Quarter Page (4 ½" x 1 ¾")	\$100	<input type="checkbox"/>	
*Premium means front pages (next to important text). You will also be listed first as a "premium advertiser" in our advertiser index.			Please link my listing to the following URL: _____

Please provide clean, reproducible ad copy /business card/original art, etc. Make checks payable and mail to The Chappaqua Orchestra, P.O. Box 461, Chappaqua, NY 10514. Ad copy may be included with your order, or emailed directly to info@chappaquaorchestra.org. For more information, call 914-921-4642.

Special Notes: