



# Advertise with the Frederick Chorale!

## Who Are We?

The Frederick Chorale is an auditioned mixed-voice choir that has been performing locally, nationally, and internationally since 1977. Located in the vibrant arts community of Frederick, Maryland, the Chorale has an established reputation for bringing high-quality, dynamic, and exciting choral music to our community, featuring talented local singers. Repertoire ranges from Baroque masterworks to classic folk songs and Broadway hits. The Chorale is a nonprofit 501(c)(3) organization governed by an Executive Board elected from within the membership.

## What Is Our Advertising Mission?

To connect your business to the Frederick Chorale audiences, promote your business as a community supporter of music outreach, and gain business exposure to those with evident commitment to the arts and our community.

## Who Will You Reach?

We put your advertisement into the hands of our audiences - local people with day-to-day needs! These include area families, friends and relatives of our singers, and local arts-minded members of the community. These are valuable consumers who make decisions every day regarding where to shop, which services to hire, and whom to go to for everything from banking to pet care! You gain their business by directly supporting an organization they care about!

## How Do We Reach Them?

We print over 1,500 copies of our concert programs and distribute them to Frederick Chorale audiences free of charge at all of our major performances. Not only is your advertisement viewed at our concerts, the programs are typically taken home and kept as a memento, giving your ad more exposure over time. Through the years, we've given out over 60,000 programs!

As a Frederick Chorale advertiser, your business or service will also appear on our website linked directly to you!





### Place an ad with us!

Ads purchased will be printed in our concert programs for an entire season.

### Featured ads!

Want your ad to get a little extra attention? Purchase one of the inside cover spots before they're gone!

Inside front or back cover B&W: **\$300**

Programs are printed in black and white. Black and white originals are best but color originals can be reproduced in black and white.

### How to submit an ad?

Email ads, logos, or business cards (PDF, .doc, or .docx format) to:

[fundraising@frederickchorale.org](mailto:fundraising@frederickchorale.org)

Printed materials should be mailed (flat and unfolded) to:

The Frederick Chorale  
PO Box 3009  
Frederick, MD 21705-3009  
[www.frederickchorale.org](http://www.frederickchorale.org)

**Full page B&W (4 ½" wide  
x 7 ¾" tall)  
\$250**

**2/3 page B&W (4 ½" wide x 5" tall)  
\$200**

**1/2 page B&W (4 ½" wide x 3 ½" tall)  
\$150**

**1/3 page B&W (4 ½" wide x 2 ¼" tall)  
\$90**

**Name of Advertiser**

**Address**

**Phone**

**Email**

**Size/Cost of Ad Purchased**

**Name of Chorale Member Point of Contact (if known):**