



February 2024

Greetings from Oregon Bach Festival! If you are unfamiliar with OBF, we are a summer music festival that has offered the highest-rate performances in the classical realm right here in Eugene for over 50 years. Over a two week period our schedule is jam-packed with an array of concerts, lectures, and free community events to attendees numbering in the thousands. At OBF, there is an event for **everyone** as our performances and events expand beyond classical music.

This year's Festival will be presented from **June 28 to July 14, 2024**, and with just a few short months until our first concert, we'd like you to **consider advertising your business in our annual program book**.

Why Advertise with OBF?

OBF's patrons are a diverse group of people who come together for their love of high-quality music. Advertising with OBF not only supports our organization, but it also shows the community that your business supports the performing arts and gives you an opportunity to gain new and valuable customers. Program books are often kept by audiences for years, so ad impressions last well beyond the standard period of the Festival.

All ads will be in **full color at no additional charge to you**. Included in this envelope is a rate card and order form for your review.

Thank you for supporting the arts in your community. Without businesses like yours, musical, educational, and community programming through arts organizations like OBF would simply not be possible.

I look forward to working with you, and please feel free to contact me anytime.

Naomi Castro
Patron and Community Engagement Coordinator
(541)346-1286
npc@uoregon.edu

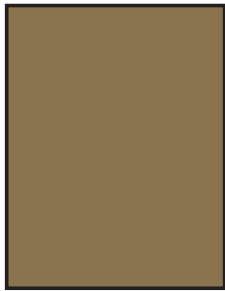
PS- If you want to take your support a step further and become a sponsor for this season, let's chat! Ads are an included benefit ;)



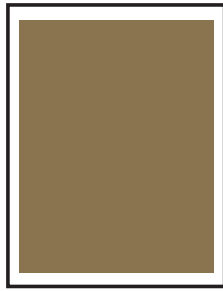
Why Advertise with OBF?

- More than 10,000 Full Color Books Circulated Throughout June and July
- 87% of Readers live in the greater Eugene/Springfield area
- 60% of Readers Have a Household Income of \$75,000+
- Average Patron Attends 4 Concerts or Events
- Out-of-Town Patrons Spend \$225 Per Day in Eugene
- 53% of Readers have a Graduate or Post-Graduate Degree

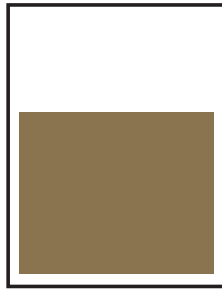
Reserve Space by April 12. Submit high-quality PDF files by April 30 to Naomi Castro at: npc@uoregon.edu



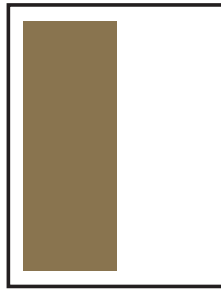
BACK COVER/INSIDE COVERS



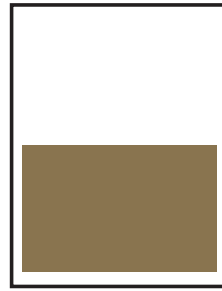
FULL PAGE



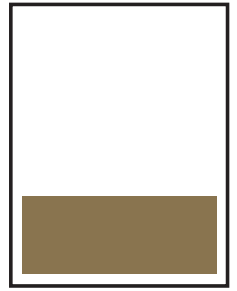
TWO-THIRDS HORIZONTAL



ONE-HALF VERTICAL



ONE-HALF HORIZONTAL



ONE-THIRD HORIZONTAL

2024 Advertising Rates

Back Cover	8.5 x 11 inches (Full Bleed)	Full Color	\$2,000
Inside Covers	8.5 x 11 inches (Full Bleed)	Full Color	\$1,800
Full Page	7.5 x 10 inches	Full Color	\$1,500
Two-Thirds Horizontal	7.5 x 6.5 inches	Full Color	\$1,200
One-Half Vertical	3.6 x 10 inches	Full Color	\$1,000
One-Half Horizontal	7.5 x 4.8 inches	Full Color	\$1,000
One-Third Horizontal	7.5 x 3 inches	Full Color	\$750

Most Popular Choice!

Space Reservations Close	April 12
Ad Materials Due	April 30
Publication Date	June 20
Festival Dates	June 28 - July 14

Questions? Contact:
 Naomi Castro
 (541)346-1286
npc@uoregon.edu

Reserve Space by April 12. Submit high-quality PDF files by April 30 to Naomi Castro at: npc@uoregon.edu



2024 Program Book Advertising Order Form

Return form by mail or email, or call to reserve by phone
Naomi Castro • Oregon Bach Festival, 1257 University of Oregon, Eugene OR, 97403
npc@uoregon.edu • 541-346-1286

BUSINESS NAME _____

CONTACT NAME _____

MAILING ADDRESS _____

CONTACT EMAIL _____

Submit high-quality PDF files by April 30 to Naomi Castro at: npc@uoregon.edu

Please Reserve My:

(CHECK ONE)

Back Cover (\$2,000)

Inside Cover (\$1,800)

If this option is not available, please
convert my ad to a standard full page

If this option is not available, please
convert my ad to a standard full page

Full Page (\$1,500)

Two-Thirds Page (\$1,200)

Half Page Vertical (\$1,000)

Half Page Horizontal (\$1,000)

One-Third Page (\$750)

NOTES: _____

Payment Information

All OBF payments are done online. You may pay at your convenience at:

OregonBachFestival.org/pay

Please contact us if you have any payment questions!

Thank You for Your Support!

Submit high-quality PDF files by April 30 to Naomi Castro at: npc@uoregon.edu