



**2021-2022 Season
Program Book & Online
ADVERTISING
CONTRACT**

Apollo's Fire Baroque Orchestra (AF), is proud to launch its exciting, dynamic 2021-2022 Season! After the global success of our 2020-21 hybrid season, the subscription series will again be offered in two ways – **Watch in Person or Watch at Home.**

The season includes seven productions totaling 29 concerts. Each will be performed in venues on the east side of Cleveland, west side of Cleveland, and in the Akron area, to ensure maximum audience exposure. 2021-2022 performances will be held in the following cities: Akron, Bath, Bay Village, Beachwood, Chagrin Falls, Cleveland, Cleveland Heights, Rocky River, Shaker Heights, and Willoughby Hills. All concerts will be available online *not only locally but also around the world* following each set of live performances. Our global in-person and online community hugely supported our programming in the 2020-21 season, with Apollo's Fire receiving a 30% increase in subscriptions last year.

Our audience is highly educated with a passion for supporting local cultural and social institutions. Each program is advertised on local radio stations including WCLV, WCPN, and WKSU. We design, print, and distribute approximately 20,000 postcards per production to ensure a consistent audience. Last year, our subscription series had an estimated combined audience of over 15,000 patrons, and *we continue to add patrons from around the USA and even farther afield* who are eager to watch our concerts from the comfort of their homes.

Placing an ad in the Apollo's Fire program book allows you to connect with a large and varied audience; at the same time, you provide support to a highly-respected and critically-acclaimed non-profit arts organization.

For 2021-2022: In order allow our patrons the option to view their program online or in print, program books will be printed for in-person audiences (when permitted due to pandemic regulations) **and also** offered online using **Issuu**. With your ad purchase this year, you will receive:

- Ad in our printed program books
- Ad of the same size in our **Issuu** online program – online artwork can be in color for no additional charge!
- Acknowledgement in our online concert-video.
 - Full Page ad buyers will receive intermission recognition with their ad artwork displayed – a huge additional value!
 - Buyers of half, quarter, and eighth page ads will be recognized at the end of the video.
- Pair of tickets to attend an Apollo's Fire performance of your choice (*pending availability, must reserve in advance*)

ADVERTISING RATES for 2021-2022: FULL SEASON

Select	Position	Color	Bleed	Width	Height	Price:
	Outside Back Cover	CMYK	Yes	5.5	8.5	\$1,500
	Inside Front Cover	CMYK	Yes	5.5	8.5	\$1,250
	Inside Back Cover	CMYK	Yes	5.5	8.5	\$1,250
	Full-Page Center	CMYK	Yes	5.5	8.5	\$1,250
	Full-Page	BW	Yes	5.5	8.5	\$1,000
	1/2 Page Horizontal	BW	No	5	3.875	\$625
	1/4 Page Vertical	BW	No	2.375	3.875	\$400
	1/4 Page Horizontal	BW	No	5	1.8125	\$400
	1/8 Page	BW	No	2.375	1.8125	\$275

**Number of program books is subject to change. Occasionally two programs are printed in the same book.
Single-concert advertising is available for certain programs upon request.*



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ARTWORK SPECIFICATIONS: All sizes are trim dimensions. Cover and full-page ads require bleed of .25 beyond trim on all sides. Artwork must be high resolution (minimum 300 dpi) PDF, JPEG or TIFF format. Microsoft Word files will not be accepted. Color artwork must be CMYK. B&W must be grayscale. **Artwork not to specifications will be subject to an additional \$25 charge.** **AD DESIGN:** Available at \$50 per hour. Please inquire for details.

DEADLINES: The contract and artwork are due by **September 30** to be included in the first program book. Artwork for each subsequent book is due approximately one month before the date of the first concert. For further information or to place an advertisement, please contact Nichole Fehrman at nfehrman@apollosfire.org or (216) 320-0012. Please scan and email contracts to Nichole if possible, or mail them to her attention at Apollo's Fire, 3091 Mayfield Road, Suite 217, Cleveland Heights, OH 44118.

Apollo's Fire reserves the right of final approval of all artwork and content.

NOTE: All advertisements will appear in printed booklets (for our live audiences), in online *Issuu* programs, and as intermission features or in end-of-concert recognition during our online concerts – *thus reaching a much wider audience than ever before!*

Book 1: Artwork due September 30, 2021

Vivaldi's FOUR SEASONS rediscovered: October 21-25

Book 2: Artwork due October 21, 2020

VIOLIN FANTASY – Tracing the Path from Biber to Bach: November 11-14

Book 3: Artwork due November 17, 2020

Handel's MESSIAH: December 8-12

Book 4: Artwork due January 13, 2021

LIFT EV'RY VOICE – A Celebration of Brotherhood & Sisterhood: February 4-6

Book 5: Artwork due January 27, 2021

ISRAEL in EGYPT – A Dramatic Oratorio: February 17-20

Book 6: Artwork due February 24, 2021

VIRTUOSO BACH & VIVALDI: March 18-22

Book 7: Artwork due April 14, 2021

MOZART and the Chevalier (AF returns to SEVERANCE HALL!): May 6-8

Business Name _____	Phone _____
Billing Address _____ _____	E-mail _____
Authorized By _____ <small><i>please print</i></small>	Phone _____
Signature _____	Date _____
<input type="checkbox"/> Check enclosed for \$_____ made payable to APOLLO'S FIRE	
<input type="checkbox"/> Mastercard or Visa: _____ / _____ / _____ / _____ CVV: _____ Exp.: _____ / _____	
<input type="checkbox"/> Please send invoice to the above billing address	