

WHY ADVERTISE WITH CMNW?



REACH A CHOICE DEMOGRAPHIC

▸ **HOUSEHOLD INCOME**
More than half of CMNW patrons have an annual income of over \$75,000.

36%	\$100,000+
22%	\$75,000 - \$99,999
23%	\$50,000 - \$74,999
12%	\$35,000 - \$49,999
7%	\$25,000 - \$34,999

▸ **EDUCATION**
CMNW's audience is exceptionally well-educated; two-thirds have completed graduate degrees or study.

60%	grad. degree/study
32%	college graduate
7%	some college
1%	student/high school

▸ **AGE DISTRIBUTION**
Three-quarters of our audience is over the age of 55.

38%	65+ years of age
39%	55 - 64
16%	45 - 54
5%	35 - 44
2%	up to 35

THE PRIME AUDIENCE

The patrons of Chamber Music Northwest are highly-educated, affluent, and culturally aware, with a refined interest in the best products and services. CMNW's audience includes many of Portland's business and professional leaders, who live in the area's most distinguished neighborhoods—including Portland Heights, the Pearl District, King's Hill, West Slope, Eastmoreland and Lake Oswego.

Chamber Music Northwest reaches 25,500 attendees annually, and performs to audiences averaging 92% capacity.

THE POSITION OF QUALITY

Chamber Music Northwest advertisers build prestige by association with Portland's premier classical music presenter, appearing alongside other quality businesses, services and arts organizations. CMNW truly offers some of the highest-quality performances available on any stage worldwide.



THE IMAGE OF CARING

The strength of the performing arts community contributes greatly to the quality of life in the Northwest. Advertisers help support CMNW and the costs of presenting extraordinary concerts performed by world-renowned artists. Our patrons recognize and appreciate your support!

FULL IMPACT

Chamber Music Northwest programs are read by an eager, captive audience. Concertgoers are in a relaxed, receptive state of mind, and have ample time before the performance, during intermission and afterward at their leisure to see your advertising message.

JOIN OUR FAMILY OF SUPPORTERS



RECENT CMNW ADVERTISERS

LOCALLY OWNED

Ayers Creek Farm
Classic Pianos
Classical Millennium
Cupcake Jones
Julie Lawrence Yoga Center
Maloy's Jewelry Workshop
Norm Thompson
NW Rugs
Packouz Jewelers
Powell's Books
Rejuvenation Inc.
Sherman Clay/Moe's Pianos
Studio Adrienne Classic Pilates

FINE DINING

Castagna
Genoa
Lauro
Nel Centro
Papa Haydn
Portland Steak & Chophouse
RingSide Steakhouse
Vindalho

WINERIES

A to Z Wineworks
Lago di Merlo Vineyards & Winery
Mt. Hood Beverage
WillaKenzie Estate

RETIREMENT COMMUNITIES:

Cherrywood Village
St. Mary's Woods
Holladay Park Plaza
Willamette View

LAW FIRMS & FINANCIAL INSTITUTIONS

Ernst & Young
Key Bank
KPMG LLP
Moss Adams LLP
Umpqua Bank
Union Bank of California
US Trust
Perkins Coie
Preston Gates Ellis
Schwabe, Williamson & Wyatt
Stoel Rives

GO LOCAL

Our advertisers are among Oregon's most respected entrepreneurs, including fine restaurants and wineries, performing arts organizations, retirement communities, and shops in Portland's trendy Pearl District. It's one of the best ways your company can get involved on the local level—by supporting the arts, boosting the economy, and raising visibility your business will not only gain loyal life-long customers, it will enhance the quality of life in Portland.

HELP BRING THE BEST TO OUR AUDIENCE

The Portland Monthly calls CMNW "our own musical Acropolis," bringing world-renowned musicians such as the Emerson Quartet, David Shifrin, Edgar Meyer, André Watts and Leila Josefowicz to Portland to perform for our discriminating audience.

ORDER YOUR AD PACKAGE TODAY!

Receive 20% off when you advertise in both Encore Series books (four concerts)!
Plus, reserve your ad package by **September 18** and we'll take an **additional 10% off!**

For more information contact:

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"Great music and great reading belong together.

Chamber Music Northwest and Powell's Books — mutual support, mutual benefit." Mike Powell, Powell's Books

Longtime audience member Mike Powell considers world-class music an essential complement to a cultured lifestyle. Powell's Books has been a CMNW sponsor for 26 years.

AD RATES & SPECIFICATIONS

AD DIMENSIONS

full page: 7 3/8" x 10"

2/3 page: 4 7/8" x 10"

1/2 page H: 7 3/8" x 4 7/8"

1/2 page V: 4 7/8" x 7 3/8"

1/3 page SQ: 4 7/8" x 4 7/8"

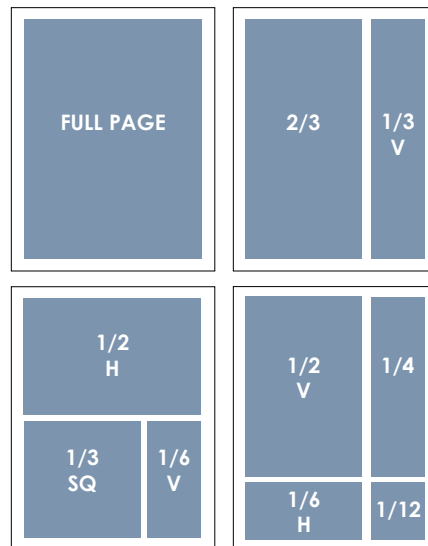
1/3 page V: 2 1/4" x 10"

1/4 page: 2 1/4" x 7 3/8"

1/6 page H: 4 7/8" x 2 3/8"

1/6 page V: 2 1/4" x 4 7/8"

1/12 page: 2 1/4" x 2 3/8"



RATES (BLACK/COLOR*)

	SINGLE BOOK	FULL SEASON (2 BKS) – 20% OFF!
full page	\$1,100/1,250	\$1,760/2,000
2/3 page	1,000/1,120	1,600/1,792
1/2 page	900/1,000	1,440/1,800
1/3 page	700/850	1,120/1,260
1/4 page	600/700	960/1,120
1/6 page	500/600	800/960
1/12 page	175	---

*color as available

Back cover (color, full season only): \$2,500

Bleeds available for full-page ads at no extra charge.

PUBLICATION SCHEDULE

CONCERTS	DATES	CIRCULATION
{ Emerson Quartet Tallis Scholars	Oct. 26, 2009	1,500
	Dec. 7, 2009	
{ Imani Winds Wu Han, David Finckel & Philip Setzer	Feb. 20, 2010	1,500
	Mar. 25, 2010	

DEADLINES

Space must be reserved at least 21 days in advance. Ads must be received at least 14 days prior to publication date. Visa, MasterCard and American Express accepted. Insertion order faxed upon reservation. Invoice and tear sheet sent at time of publication.

MECHANICAL REQUIREMENTS

Print optimized PDF files are the preferred format. CMNW can also accept the following file formats: Illustrator EPS, Photoshop EPS or TIFF, InDesign 2.0 or above (PC only). Please include fonts and links. Files under 5MB can be emailed to phillips@cmnw.org. Otherwise, CDs or PC formatted Zip Disks can be mailed to the address below. Design services available for a fee.

CONDITIONS

All advertising is subject to publisher's discretion. The publisher accepts no responsibility if, for any reason, it becomes necessary to omit an advertisement. Omitted ads will be refunded in full. Publisher's liability for error will not exceed the charge for the advertisement in question. Ad reservations not canceled by reservation deadline will be billed in full.

Order your ad package by September 18 and receive an *additional* 10% discount!