

## WHY ADVERTISE WITH CMNW?

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

### 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.

### THE POSITION OF QUALITY

Chamber Music Northwest advertisers build prestige by association with Portland's premier chamber 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.

*“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 27 years.

### GOING LOCAL

Our advertisers are among Oregon’s most respected entrepreneurs, including fine restaurants and wineries, performing arts organizations and retirement communities. 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— AND ARTISTS!

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 Sasha Cooke to Portland to perform for our discriminating audience. But not only that, over the years our festival artists who return each season have come to consider Portland their “home away from home,” and enthusiastically champion the rich offerings of our city.

### REACH A CHOICE DEMOGRAPHIC

- ▶ More than half of CMNW patrons have an annual household income of over \$75,000 (36% earn over \$100,000).
- ▶ CMNW’s audience is exceptionally well-educated: two-thirds have completed graduate degrees or study.
- ▶ Three-quarters of our audience is over the age of 55.

# AD RATES & SPECIFICATIONS

## AD DIMENSIONS IN INCHES

**Full page:** 7.375 x 10

**2/3 page:** 4.875 x 10

**1/2 page H:** 7.375 x 4.875

**1/2 page V:** 4.875 x 7.375

**1/3 page SQ:** 4.875 x 4.875

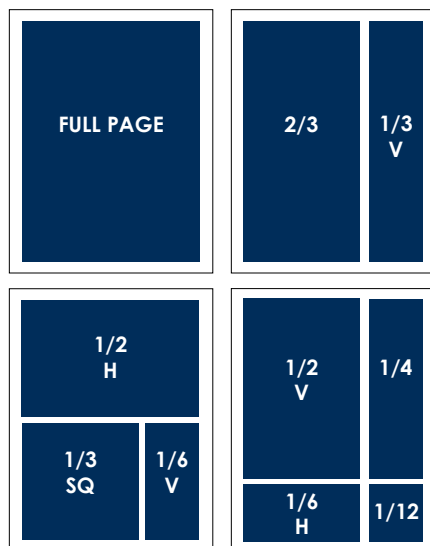
**1/3 page V:** 2.25 x 10

**1/4 page:** 2.25 x 7.375

**1/6 page H:** 4.875 x 2.375

**1/6 page V:** 2.25 x 4.875

**1/12 page:** 2.25 x 2.375



## PUBLICATION SCHEDULE

BOOK I	DATES	CIRCULATION
Jasper String Quartet	Oct. 30, 2011	1,300
Tallis Scholars	Dec. 4, 2011	
BOOK II	DATES	CIRCULATION
Music from 1912	Feb. 10, 2012	1,300
East Coast Chamber Orchestra	Mar. 28, 2012	

## 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 (PC only; include fonts and links). Files under 5MB can be emailed: [phillips@cmnw.org](mailto:phillips@cmnw.org). PC formatted CDs and DVDs accepted at 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.

## RATES (BLACK/COLOR) — *No price increase over last year!*

	SINGLE BOOK	BOTH BOOKS – 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/cover ads at no extra charge.

*Reserve both books and receive 20% off!*

Rebekah Phillips, Communications & Marketing Director

503-223-3202 · [phillips@cmnw.org](mailto:phillips@cmnw.org) | 522 SW Fifth Ave., Ste. 920 | Portland, OR 97204