



Dear Friends of Brevard Music Center & Overture,

The Brevard Music Center is pleased to invite you to be part of our extraordinary summer program guide, "Overture," for the 2018 Summer Festival season. Our beautiful, four-color, perfect-bound magazine is not only a vital part of every single performance throughout the season, but an elegant keepsake with wonderful notes about the artists and music that grace our stage and touch our lives.

This year, the Music Center is proud to partner with Market Connections who will produce our treasured Overture books. They have worked closely with us to design and produce Overture for several years, and this year they will expand their efforts by reaching out to enlist the support of our community partners and advertisers.

As an advertiser, your business will be featured in our Overture program and will be read and enjoyed over and over by 40,000 attendees. Your ad will distinguish you as a supporter of the Brevard Music Center, our promising students and remarkable faculty. Our patrons, the people you most want to reach with your marketing message, are loyal to our advertisers. They share your commitment to the arts and culture of our community and region.

Enclosed for your review are our 2018 advertising rate sheet and agreement, as well as other supporting documentation. We encourage you to consider joining our distinguished group of supporters in making the Brevard Music Center and Overture 2018 an outstanding success.

We invite you to fill out the attached agreement and email it to amy@bmcoverture.com. Market Connections team members Amy Edwards or Mary Crisp will be in contact with you soon on our behalf. In the interim, if you have any questions, please feel free to contact Amy or Mary directly at the number below or visit the Overture website at BMCOverture.com for more information.

As a supporter of the Brevard Music Center, we hope you will join us by taking center stage in our 2018 Overture program.

Very best regards,

Cally Jamis Vennare,
Director of Marketing & Communications, Brevard Music Center

PLEASE CHECK THE RATE BELOW TO INDICATE YOUR DESIRED AD SIZE			
Ad Size	Full	Half	1/4
Full Color	page ad	page ad	page ad
2018	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overture	\$1,695	\$1,075	\$565



All Ad materials must be received by Market Connections by 5:00 pm **Thursday April 19, 2018**

Ad Submission Specifications on attached sheet.

Ad Materials Delivery Method:

- Email PDF file to amy@bmcoverture.com; subject: Advertiser Name/Overture
- Use Ad from 2017 Overture (Fees may apply for resizing or revisions)
- I would like Market Connections to design my ad. (See Ad Design Rate Chart below).

Ad Design Rates:

If you need Market Connections to design your ad, check a box below:

- 1/4 page ad = \$225 1/2 page ad = \$375
- Full page ad = \$450

Payment Method:

- Check enclosed (Make check payable to Overture c/o Market Connections, Ste. 710, 82 Patton Ave. Asheville 28801)
- Please invoice; net 30 days.

Note: Interest charge for late payments is 1.5%/month.

The company or individual named below, hereafter called the Advertiser, agrees to purchase advertising space in Overture 2018 as indicated above:

Advertiser	Contact Person	Ad Size	Rate
Address	City		State Zip
email	Work Phone	Cell Phone	
Advertiser Signature	Date	Overture/Market Connections Signature	Date

Please review above to be sure items have been circled/checked appropriately.

Send completed form to: **Attention Overture, 888.627.7389 (Fax) or email: amy@bmcoverture.com**
www.BMCOverture.com



Required File Format Specifications

- A web page and 32" LED display ad are included with all print ad purchases
- All ads are full color with no bleed
- Preferred digital file format is high resolution (300 dpi or higher) pdf
- Files may also be submitted as high resolution (300 dpi or higher) tiff or jpeg/jpg files
- Electronic files should remain under 5 megabytes
- All ads submitted must match sizes specified on this sheet. Failure to comply may result in an additional design fee and/or the inability for us to place your advertisement
- Advertisers will be notified of additional charges incurred if ads are not submitted according to the above outlined specifications.
- Email files to amy@bmcoverture.com; subject: advertiser name

Advertisement Materials are due by April 19, 2018 • Digital files preferred. Flat art may incur conversion fees.

www.BMCOverture.com