



“San Antonio’s premier non-profit presenter of the classical and popular performing arts.”

2009 - 2010 ARTS SAN ANTONIO PROGRAM MAGAZINE

\$7,500 “Primo” Corporate Partner

- Back Cover position for entire season, four (4) issues, all ARTS SA productions
 - Full-page color, full bleed
 - Artwork may be changed for each issue
 - First right to choose Back Cover position for 2010-11 season
 - Recognition in ARTS SA Donor Honor Roll for entire season, for all productions
 - Business and Customer-Development Opportunities
 - Four (4) premium tickets for all nine (9) productions presented by ARTS SA during the 2009-10 season
 - Invitation for four persons to attend select social events hosted by ARTS SA Board of Directors during the 2009-10 season
 - Opportunity to display corporate materials in theatre lobby for two ARTS SA productions of choice during 2009-10 season
 - Exclusive private river-boat dinner for 16 guests during ARTS SA’s Floating Festival in May of 2010
 - **An \$11,000 value!**
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\$5,000 “Maestro” Corporate Partner

- Inside front cover or inside back cover for entire season, four (4) issues, all ARTS SA productions
 - Full-page color, full bleed
 - Artwork may be changed for each issue
 - Right of first refusal for 2010-11 season
 - Recognition in ARTS SA Donor Honor Roll for entire season, for all productions
 - Business and Customer-Development Opportunities
 - Four (4) premium tickets for all nine (9) productions presented by ARTS SA during the 2009-10 season
 - Invitation for four persons to attend select social events hosted by ARTS SA Board of Directors during the 2009-10 season
 - Opportunity to display corporate materials in theatre lobby during two ARTS SA productions of choice during 2009-10 season
 - **A \$7,558 value**
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\$3,000 “Estrella” Corporate Partner

- Preferred position for entire season, four (4) issues, all ARTS SA productions
 - Full-page color, full bleed
 - Artwork may be changed for each issue
 - Recognition in ARTS SA Donor Honor Roll for entire season, in all productions
 - Business and Customer-Development Opportunities
 - Four (4) premium tickets for all nine (9) productions presented by ARTS SA during the 2009-10 season
 - Invitation for four persons to attend select social events hosted by ARTS SA Board of Directors during the 2009-10 season
 - Opportunity to display corporate materials in theatre lobby during one ARTS SA program during 2009-10 season
 - A \$4,658 value
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\$1,500 “Headliner” Corporate Partner

- Entire season, four (4) issues, all ARTS SA productions
 - Full-page color, full bleed
 - Artwork may be changed for each issue
 - Priority right to choose advertising position for 2010-11 season
 - Recognition in ARTS SA Donor Honor Roll for entire season, for all productions
 - Business and Customer-Development Opportunities
 - Two (2) premium tickets for all nine (9) productions presented by ARTS SA during the 2009-10 season
 - Invitation for two persons to attend select social events hosted by ARTS SA Board of Directors during the 2009-10 season
 - Opportunity to display corporate materials in theatre lobby during one ARTS SA performance during 2009-10 season
 - A \$3,558 value
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\$1,100 Full-Page Season Advertiser

- Entire season, four (4) issues, all ARTS SA productions
- Full-page color, full bleed
- Artwork may be changed seasonally
- Priority right to choose advertising position for 2010-11 season
- Business and Customer-Development Opportunities
 - Two (2) premium tickets all nine (9) productions presented by ARTS SA during the 2009-10 season

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- Invitation for two persons to attend select social events hosted by ARTS SA Board of Directors during the 2009-10 season
 - A \$2,658 value!
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\$660 Half-Page Season Advertiser

- Half-page color for entire season, four (4) issues, all ARTS SA productions
- Artwork may be changed for each issue
- Priority right to choose advertising position for 2010-11 season
- Business and Customer-Development Opportunities
 - Two (2) premium tickets for any five (5) productions presented by ARTS SA during the 2009-10 season

A \$2,658 value!

\$510 Third-Page Season Advertiser

- Third-page color for entire season, four (4) issues, all ARTS SA productions
 - Artwork may be changed for each issue
 - Priority right to choose advertising position for 2010-11 season
 - Business and Customer-Development Opportunities
 - Two (2) tickets in premium locations for any three (3) productions presented by ARTS SA during the 2009-10 season
 - A \$730 value!
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\$375 Single-Issue Advertiser

- Third-page color ad in one (1) issue
 - Priority right to choose advertising position for 2010-11 season
 - Business and Customer-Development Opportunity
 - Two (2) tickets in premium location for one program presented by ARTS SA during the 2009-10 season
 - A \$500 value!
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SPECIFICATIONS

- Four-color throughout
- 16 pages
- Trim Size: 8 3/8" by 5 3/8" trim, saddle stitched
- Back Cover Bleed Trim: 8 3/8" by 5 3/8"
- Live Area Size: 7 3/8" x 4 3/8"
- Paper Stock: 70" gloss bright white

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- Camera-ready digital artwork must be provided by advertiser. All custom-design work will be billed to advertiser and is not included above
- Circulation for season is 51,000

ARTWORK SUBMISSION DEADLINES

- **Issue 1 circulation 5,500**
- **Artwork Deadline: Friday, August 28, 2009**
 - September 16, 2009: Yeol Eum Son, Silver-Medal Winner, 2009 Van Cliburn International Piano Competition, Ruth Taylor Recital Hall, Trinity University
 - October 3, 2009: Virsky Ukrainian National Dance Company, Municipal Auditorium
 - November 3, 2009: Nemanja Ostojic, First-Place Winner, 2009 San Antonio International Guitar Competition, Ruth Taylor Recital Hall, Trinity University
- **Issue 2 circulation 35,000**
- **Artwork Deadline: Friday, November 6, 2009**
 - November 27, 28 (two performances), 29, December 4, 5 (two performances) 6: The Nutcracker with Metropolitan Classical Ballet and the San Antonio Symphony Orchestra, Municipal Auditorium
- **Issue 3 circulation 7,500**
- **Artwork Deadline: Thursday, December 31, 2009**
 - January 20, 2010: *Ballet Folklórico de México de Amalia Hernández*, Municipal Auditorium
 - January 30, 2010: Nuevo Tango, Pablo Ziegler and his trio, Ruth Taylor Recital Hall, Trinity University
 - February 11, 2010: Haochen Zhang, Gold-Medal Winner, 2009 Van Cliburn International Piano Competition, Charline McCombs Empire Theatre
 - February 28, 2010: TAO: The Martial Art of Drumming, Laurie Auditorium, Trinity University
- **Issue 4 circulation 3,000**
 - **Artwork Deadline: Friday, April 23, 2010**
 - May 9, 2010: *Don Quijote* performed by Ballet de Monterrey, Laurie Auditorium, Trinity University

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DEMOGRAPHIC INFORMATION

Of 25,760 ARTS San Antonio recent ticket-buyers polled, we found

- An **even distribution of genders**: 52% male, 48% female
- They are **affluent**: 28% have household income of \$100,000 and higher; 44% have household income of \$75,000 and higher
- Top 10 professions represented: 1) Professional or Technical, 2) Upper Management or Executive, 3) Retired, 4) Sales and Marketing, 5) Doctor, Physician or Surgeon, 6) Middle Management, 7) Skilled Tradesman, 8) Nurse, 9) Military, 10) Educator
- They are **highly educated**: 24% have a graduate college degree; 52% have a bachelor's degree; 76% have some college
- They are in their **prime of life**: 27% are between the ages of 50 and 59; 23% are between the ages of 40 and 49; 19% are between the ages of 60 and 69; 12% are between the ages of 30 and 39
- They are **homeowners**: 88% reside in a single-family dwelling
- They are **free to travel**: 73% have no children in the home
- They are **ethnically diverse**: 67% have a European surname; 25% have a Hispanic surname; 2% have an Asian surname

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