

# CARMEL BACH FESTIVAL

## 2023 Media Kit

### BY THE NUMBERS

**July 15-29, 2023**

15 Days | 40+ Concerts

**\$3MM+**

in total local economic  
impact\*

### THE FESTIVAL

Celebrating its 86th year, the Carmel Bach Festival is a world class, 15-day celebration of music and ideas inspired by the historical and ongoing influence of J.S. Bach. The Festival brings music of the Baroque and beyond to communities of the Monterey Peninsula and music lovers from the United States and abroad.

### OUR AUDIENCE

**54%** reside in Monterey County  
**31%** reside elsewhere in CA  
**18%** reside outside of CA  
(includes international visitors)  
**23%** have a household income  
of \$250K+  
**31%** have a household income  
of \$100-\$250K  
**53%** have attended the Festival  
for at least 6 years  
**90%** are college graduates  
(data taken from the CBF  
demographic profile)

### SOCIAL MEDIA

**5,848** Facebook fans  
**1,581** Twitter followers  
**1,652** Instagram followers

### AGE

**3%** 35-44 years of age  
**7%** 45-54 years of age  
**15%** 55-64 years of age  
**39%** 65-74 years of age  
**37%** 75+ years of age

### WHILE ATTENDING FESTIVAL

**95%** Dine at a restaurant  
**30%** Overnight stay

### IMPORTANT DEADLINES

Space reservation and Payment Deadline: **May 15, 2023**

Artwork Deadline: **June 1, 2023**

The Carmel Bach Festival Program Book is a handy, digest size and is given to *all* Festival attendees. The book contains all relevant concert information, with the addition of texts and translations and totals nearly 200 pages.

The circulation is now **4,500-5,000**, meaning many of the Monterey Peninsula's most influential residents will have multiple exposures to your advertising message.

Invest in the arts—it's good for us, good for the community, and good for your bottom line.

The Festival's mission is to celebrate the works, inspiration and ongoing influence of Johann Sebastian Bach worldwide by immersing audiences in a festival experience integrating music, education, and ideas.

Under the leadership of Artistic Director and Principal Conductor Grete Pedersen and Executive Director Steve Friedlander, the organization offers innovative artistic programming across all concerts, off-season activities to expand access outside Carmel and the Monterey Peninsula, and is taking strategic risks to cultivate younger and more diverse participants.

Contact: Jennifer Candiotti, Marketing and Community Relations Coordinator  
818-859-2643 | [jennifer@bachfestival.org](mailto:jennifer@bachfestival.org)

**BACHFESTIVAL.ORG**

\* from the Americans for the Arts Prosperity Calculator, adjusted for data specific to the Carmel Bach Festival.



Space Reservation and Payment Deadline: **May 15, 2023** | Artwork Deadline: **June 1, 2023**

BUSINESS NAME \_\_\_\_\_ DATE \_\_\_\_\_  
 CONTACT PERSON \_\_\_\_\_ PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
 ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ ZIP \_\_\_\_\_  
 EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

### SELECT AD SIZE



\$1,700

\$1,000

\$500

*\*Premium position pricing available upon request.*

**TOTAL \$** \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### FILE REQUIREMENTS

Please send your high-resolution PDF file with all fonts outlined in CMYK format. Send all files to [jennifer@bachfestival.org](mailto:jennifer@bachfestival.org)  
 Refer to the guidelines and mechanical specifications on the following page.

### SUBMIT THIS FORM

Email completed form to [jennifer@bachfestival.org](mailto:jennifer@bachfestival.org)  
 -OR-  
 Mail to: PO Box 575, Carmel, CA 93921  
 Attention: Program Ads

### TERMS

This agreement is subject to the rates, terms, and conditions of the current rate card. Total payment is due on the date of the artwork deadline. No space cancellation will be accepted after the space reservation deadline. The advertiser agrees to hold the Carmel Bach Festival and its representatives harmless with regard to the use of any copy, illustration, photographs, or any other materials provided by the advertiser for its ad. Liability of the publisher for errors is limited to the cost of the space occupied by the error. Upon signing this agreement, the advertiser is presumed to have read, understood and agreed to this contract and the terms and conditions set forth within, as well as the terms and conditions set forth in the current rate card.

ADVERTISER'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Payment must be received by **May 15, 2023** to ensure your ad is included in the Festival Program Book.

☐ Please invoice me for the above amount: \$ \_\_\_\_\_

☐ Please charge my credit card: \$ \_\_\_\_\_ ☐ Mastercard ☐ VISA

NAME \_\_\_\_\_

CREDIT CARD # \_\_\_\_\_ EXP DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ CVR CODE \_\_\_\_\_

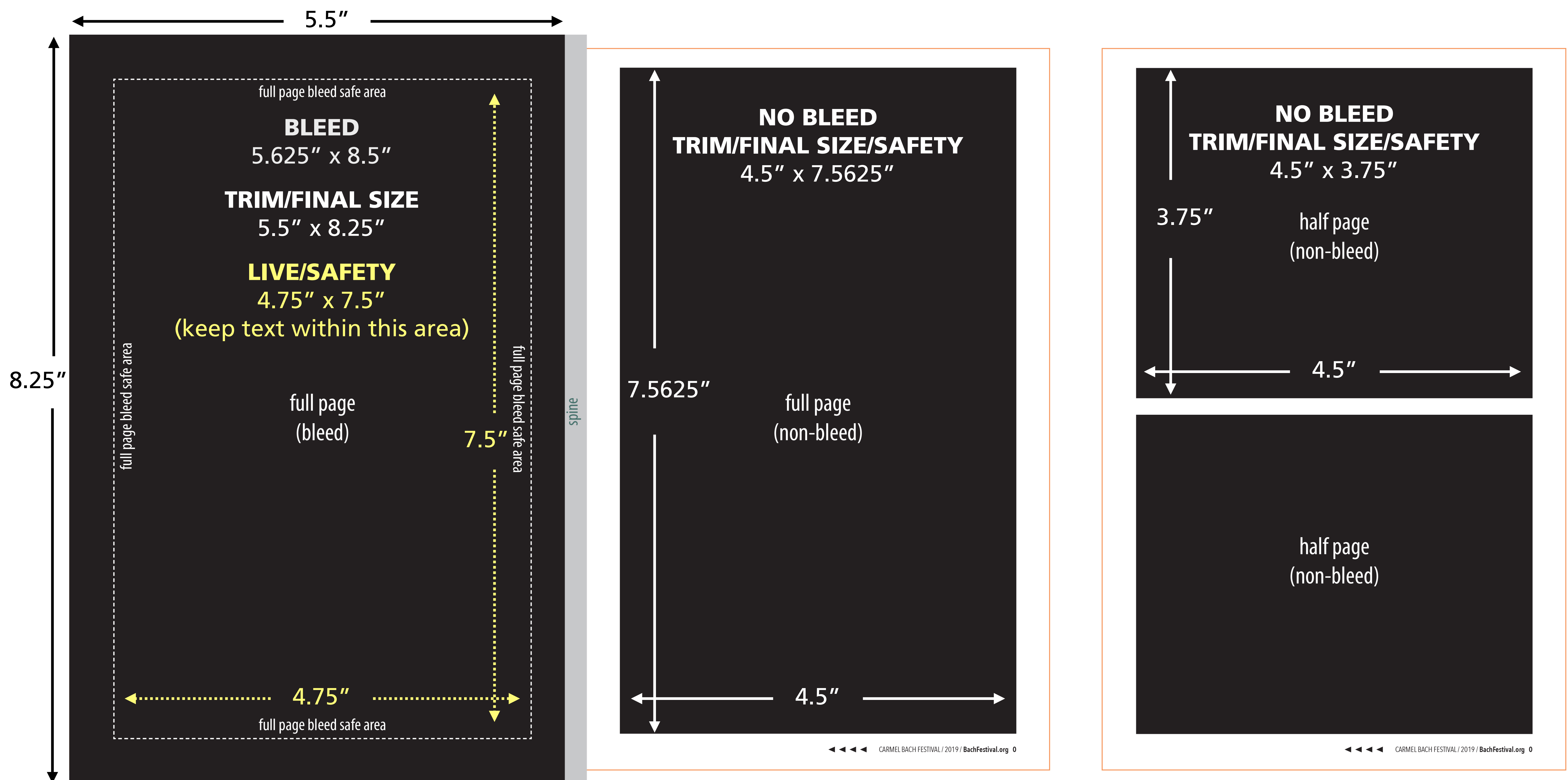


# CARMEL BACH FESTIVAL

## Program Book Ad Specifications

All ad files submitted to the Carmel Bach Festival Program Book must be supplied in a PDF/X-1a format. No other formats will be accepted.

### MECHANICAL SPECIFICATIONS: Publication Trim Size 5.5 (width) x 8.25 (height)



## FILE PREPARATION

### Preferred File Format: PDF/X-1a file

No native application files will be accepted.

### The following guidelines should be followed when creating content for print advertising:

1. All high-resolution images must be included in TIFF or EPS format
2. CMYK or Grayscale only. Convert all spot colors to CMYK.
3. Resolution of 300 dpi for all submitted images and files.
4. All ads must have position marks for non-bleed ads; trim and bleed marks for bleed ads.
5. Files must comply with SWOP standards. Color proofs are not required.
6. Knockout type should be no smaller than 7 pt.
7. We prefer that SPREADS are prepared as two separate full-page ads to ensure proper bleed. (See full page bleed dimensions.)
8. Only one ad is included per PDF/X-1a file.
9. Ads created in an unacceptable format cannot be accepted and will need to be resubmitted or recreated.
10. All ads submitted should be suitable to print as is.

### WHERE TO SUBMIT FILES

Jennifer Candiotti, Marketing and  
Community Relations Coordinator  
Carmel Bach Festival  
P.O. Box 575  
Carmel, CA 93921  
818-859-2643

[jennifer@bachfestival.org](mailto:jennifer@bachfestival.org)

### SPACE RESERVATION & PAYMENT DEADLINE

**May 15, 2023**

### FOR MORE INFORMATION

Contact Jennifer Candiotti,  
Marketing and Community  
Relations Coordinator  
[jennifer@bachfestival.org](mailto:jennifer@bachfestival.org)