

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 1, 2023**

Artwork Deadline: **May 15, 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

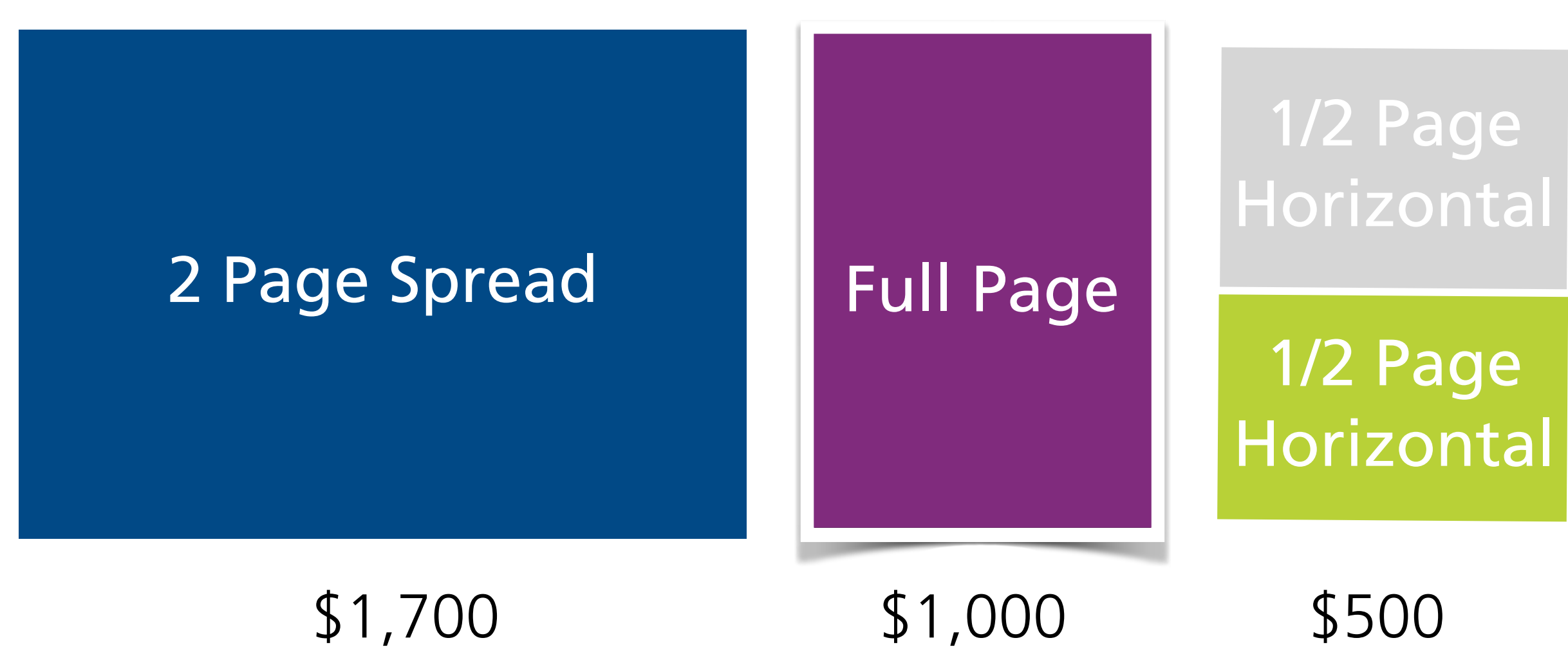
BACHFESTIVAL.ORG

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

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

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

SELECT AD SIZE



**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
Refer to the guidelines and mechanical specifications on the following page.

SUBMIT THIS FORM

Email completed form to 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 1, 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 _____

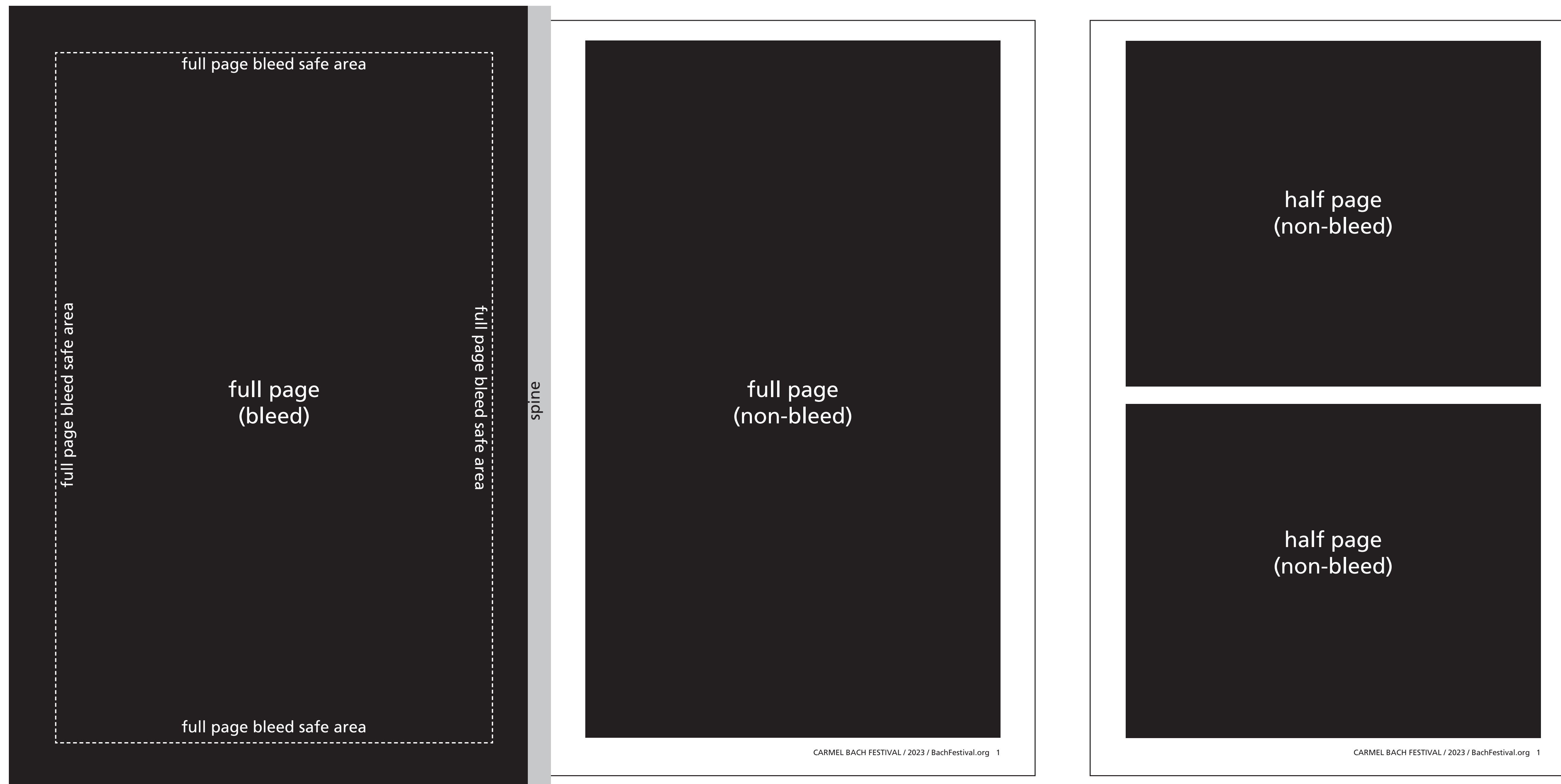
CREDIT CARD # _____ EXP DATE _____

SIGNATURE _____ CVR CODE _____

CARMEL BACH FESTIVAL

2023 Program Book Ad Specifications

All ad files submitted to 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)

AD SIZE	BLEED	TRIM / FINAL SIZE	LIVE / SAFETY
Full Page (with bleed)	5.625" x 8.5"	5.5" x 8.25"	4.75" x 7.5" (keep text within these dimensions)
Full Page (no bleed)	n/a	4.5" x 7.5625"	n/a
1/2 Page Horizontal (no bleed)	n/a	4.5" x 3.75"	n/a

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

WHERE TO SUBMIT FILES

Carmel Bach Festival
P.O. Box 575
Carmel, CA 93921
831.624.1521
jennifer@BachFestival.org

ADVERTISING DEADLINE

Ad Space Reservation: Monday, May 1, 2023
Artwork Due: Monday, May 15, 2023

FOR MORE INFORMATION

Contact Jennifer Candiotti
Marketing and Community
Relations Coordinator
jennifer@BachFestival.org