



Sales Tips: Selling Ads For Our SPACE OPERA Program Booklet

**Why businesses WANT to advertise with
North Cambridge Family Opera Company**

Businesses want to advertise in the NCFO program booklet because the show is well attended (2,500-3,000 people), the booklet is well-designed and professional-looking, and audience members read the ads to get ideas for restaurants, gift shops, optical shops, bookstores, therapists, lawyers, pet stores, hair salons, toy stores, carpenters, coffee shops, clothing shops, banks, dance studios, karate studios, dentists, piano teachers, and so on. We do businesses a favor by letting them advertise in our pages!

The program booklet is important because it:

- *Gives the audience something to read before and between acts (and they do read it!)*
- *Provides well-written and entertaining information about the show and our organization*
- *Provides fascinating and humorous biographies of participants*
- *Provides a way for well-wishers to send encouragement and congratulations to their favorite participants in the form of ads and our ever-popular Star Notes*

Businesses want to advertise with us because:

- *Our show provides exposure to a captive audience of 2,500 potential customers*
- *Advertising with a non-profit organization generates goodwill for their business*
- *Our prices are very reasonable*
- *We provide a "seal of approval" for their services or products*

Who will want to advertise with us:

- *Businesses large and small!*
- *Self-employed people with businesses cards*
- *Businesses that cater to children, parents, and families in general*
- *Businesses related to music or other performing arts*
- *Businesses that are Cambridge-oriented and community-oriented*

Suggestions on how to sell ads:

- *Try places where you're a regular customer or client*
- *Walk into businesses and ask to speak with the owner or manager*
- *Bring a sample program booklet from past shows to show them how classy it will look*
- *Tell them:*
 - *how great the opera is and a little about this year's show*
 - *that there are over 150 people in the cast from all over Cambridge and surrounding towns*
 - *that there will be 8 shows on two weekends*
 - *that NCFO has been providing exciting music and theater experiences for participants and audiences for 10 years and is a well-established organization*
 - *NCFO is supported by the Alexandria Real Estate Equities, the Cambridge Arts Council, and the Cambridge Community Foundation.*

DEADLINE FOR PROGRAM ADS IS MARCH 14, 2011. Forms available at www.FamilyOpera.org. Completed forms and payment (cash or check) can be turned in to a collection box at any rehearsal or contact NCFO Ad Sales, 23 Norris Street, Cambridge, MA 02140, (857) 225-1270, or email Ads11@FamilyOpera.org.

How to sell PROGRAM ADS AND STAR NOTES for **SPACE OPERA**

PROGRAM ADS

North Cambridge Family Opera encourages cast members and their families to sell advertisements and Star Notes for the show's program. Ads range in size from 1/10 of a page to a full page. Most people find success in getting ads from places they do business with frequently or on a regular basis (for example, your dentist, chiropractor, hairdresser, pet groomer, child's karate instructor, etc.), but individuals may also purchase ads of any size. The order form is available as a separate sheet; more copies are available at www.FamilyOpera.org. The ad form provides businesses with information about our company and production, listing prices and sizes for ads:

- Inside two-page center spread \$375 - 7.5" x 10"
- Outside back cover in full color \$300 - 4.5" x 7.5"
- Inside front or back cover \$250 - 4.5" x 7.5"
- First page or last page \$250 - 4.5" x 7.5"
- Interior full page \$200 - 4.5" x 7.5"
- Half page \$115 - 2.25" x 7.5" or 4.5" x 3.75"
- Quarter page \$65 - 2.25" x 3.75" or 4.5" x 1.87"
- Tenth Page \$30 - 2.25" x 1.5"
- Star Note \$10 (text only, up to 160 characters)

Attendance at our productions is generally over 2500 people, making our very reasonably priced ads attractive to local businesses.

Ad space may also be purchased by family, friends and cast members to send a message to someone in the cast or in the production. You choose the text (for example): "To Mary, my favorite performer, love Grandma" or "To the cast and crew of *Space Opera*—thanks for giving me the greatest experience in my life!" You may provide us with artwork or you may ask the program editor to make your text look attractive using varied fonts and graphics (see examples from previous programs).

STAR NOTES

Star notes are a great way for family members, friends, or fellow cast members to send a brief text message (up to 160 characters, about two lines) to someone involved in the production. These will be printed in the program as text only. The cost is a reasonable \$10 per sentiment. See past programs for examples.

If anyone (family, friends, or businesses) would like to make a donation without buying an ad, they are certainly welcome to do so. Note that North Cambridge Family Opera is a non-profit organization. All cash donations are tax-deductible.

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phone (857) 225-1270

All ads must be paid in full when submitted.

Special position ads C, F1, and F2 NOT AVAILABLE until March 1, 2011.

Subsequent requests for C, F1, and F2 ad placements will be processed on a first come, first served basis.

GRAPHICS and text should be submitted with this form or sent by email to Ads11@FamilyOpera.org. You may submit text only and we will provide decorative borders or other elements. Physical artwork can be accepted for scanning, but final quality will be better if artwork is sent electronically in one of the following formats, **RESOLUTION 300 dpi** minimum: .jpg, .pdf, .tif, .bmp.