

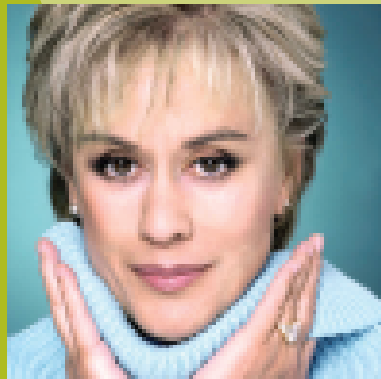
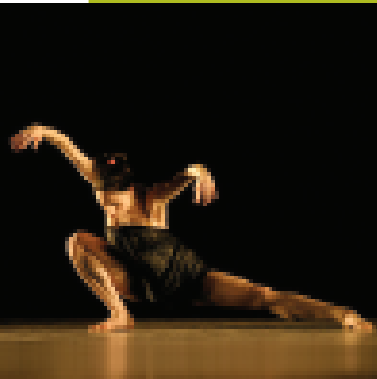


# Celebrity Series of Boston

Engaging • Entertaining • Enriching

2007 • 2008 SEASON PROGRAM BOOK

**Advertising  
Opportunities**



stand up and cheer!



Celebrity Series of Boston

Engaging • Entertaining • Enriching

# stand up and cheer!

## 2007-2008 SEASON

### OCTOBER

**Kiri Te Kanawa** soprano  
October 14 | Sunday | 5pm  
Symphony Hall

**Seán Curran Company**  
October 26-28 | Tsai Performance  
Center  
Friday | 7:30pm  
Saturday | 8pm  
Sunday | 3pm | Family Matinee

**Itzhak Perlman** violin  
October 28 | Sunday | 3pm  
Symphony Hall

### NOVEMBER

**David Sedaris**  
November 2 | Friday | 8pm  
Symphony Hall

**Emanuel Ax** piano  
November 4 | Sunday | 3pm  
NEC's Jordan Hall

**Measha Brueggergosman** soprano  
November 10 | Saturday | 8pm  
NEC's Jordan Hall

**African Children's Choir**  
November 11 | Sunday | 3pm  
Sanders Theatre

**Rob Kapilow's Family Musik**  
*Carnival of the Animals*  
November 17 | Saturday | 12pm & 2pm  
Tsai Performance Center

**Maria Schneider Orchestra**  
November 17 | Saturday | 8pm  
Berklee Performance Center

**St. Lawrence String Quartet**  
with **Heidi Grant Murphy** soprano  
November 18 | Sunday | 3pm  
NEC's Jordan Hall

**Berlin Philharmonic**  
**Sir Simon Rattle** conductor  
**Ben Heppner** tenor  
**Thomas Quasthoff** bass-baritone  
November 19 | Monday | 8pm  
Symphony Hall

**A Chanticleer Christmas**  
November 25 | Sunday | 3pm  
NEC's Jordan Hall

### DECEMBER

**Takács Quartet**  
December 9 | Sunday | 3pm  
NEC's Jordan Hall

### JANUARY

**Golden Dragon Acrobats**  
January 13 | Sunday | 3pm  
Symphony Hall

**David Daniels** countertenor  
January 19 | Saturday | 8pm  
NEC's Jordan Hall

**Moiseyev Dance Company**  
January 20 | Sunday | 3pm  
Symphony Hall

**Brazilian Guitar Festival**  
with **Sérgio and Odair Assad and friends**  
January 25 | Friday | 8pm  
Sanders Theatre

**Marc-André Hamelin** piano  
January 26 | Saturday | 8pm  
NEC's Jordan Hall

### FEBRUARY

**Royal Concertgebouw Orchestra**  
**Mariss Jansons** conductor  
February 1 | Friday | 8pm  
Symphony Hall

**Rob Kapilow's What Makes It Great?**  
**The Songs of George Gershwin**  
February 2 | Saturday | 8pm  
NEC's Jordan Hall

**Sarah Vowell and David Rakoff**  
February 8 | Friday | 8pm  
Sanders Theatre

**Guarneri String Quartet**  
& **Johannes String Quartet**  
February 15 | Friday | 8pm  
NEC's Jordan Hall

**Alfred Brendel** piano  
February 22 | Friday | 8pm  
Symphony Hall

### MARCH

**Cherryholmes**  
March 2 | Sunday | 3pm  
Sanders Theatre

**Camerata Ireland**  
**Barry Douglas** conductor and piano soloist  
March 7 | Friday | 8pm  
NEC's Jordan Hall

**Royal Scots Dragoon Guards**  
March 8 | Saturday | 2pm  
Symphony Hall

**The Chieftains**  
March 14 | Friday | 8pm  
Symphony Hall

**Imani Winds**  
March 15 | Saturday | 8pm  
NEC's Jordan Hall

**Les Grands Ballets Canadiens de Montréal**  
March 28-30 | Cutler Majestic Theatre  
Friday | 7:30pm  
Saturday | 8pm  
Sunday | 3pm

**Gil Shaham** violin  
March 30 | Sunday | 3pm  
NEC's Jordan Hall

### APRIL

**Academy of St. Martin in the Fields**  
**Murray Perahia** conductor and piano  
soloist  
April 2 | Wednesday | 8pm  
Symphony Hall

**Beaux Arts Trio**  
April 4 | Friday | 8pm  
NEC's Jordan Hall

**Rob Kapilow's Family Musik**  
*Casey: Play Ball!*  
April 12 | Saturday | 12pm & 2pm  
Tsai Performance Center

**Tiempo Libre**  
April 12 | Saturday | 8pm  
Berklee Performance Center

**Black Grace Dance Company**  
April 17 & 18 | Tsai Performance Center  
Thursday | 7:30pm  
Friday | 8pm

**Dubravka Tomic** piano  
April 18 | Friday | 8pm  
NEC's Jordan Hall

**Orchestre National de France**  
**Kurt Masur** conductor  
**David Fray** piano soloist  
April 27 | Sunday | 3pm  
Symphony Hall

### MAY

**Alisa Weilerstein** cello  
**Boston Marquee**  
May 4 | Sunday | 3pm  
NEC's Jordan Hall

**Ethel**  
May 9 | Friday | 8pm  
Sanders Theatre

**Rob Kapilow's What Makes It Great?**  
with **Jeremy Denk** piano  
**Beethoven's "Waldstein" Sonata**  
May 10 | Saturday | 8pm  
NEC's Jordan Hall

**Audra McDonald** soprano  
May 16 | Friday | 8pm  
Sanders Theatre

**Mark Morris Dance Group**  
*Dido & Aeneas*  
May 28-June 1 | Cutler Majestic Theatre  
Wednesday | 7:30pm  
Thursday | 8pm  
Friday | 8pm  
Saturday | 8pm  
Sunday | 3pm

All artists and programs are subject to change.

# Get your message to the right audience!

## Advertise in the Celebrity Series 2007-2008 performance program book.

The Celebrity Series of Boston has a loyal subscriber base of more than 6,000 who choose to support excellence in the performing arts and make up the core of an annual audience of more than 100,000 audience members from Greater Boston's best neighborhoods. Now entering its 69th season, the Celebrity Series presents more than 50 performances each season at Boston's top venues including Symphony Hall, NEC's Jordan Hall, Cutler Majestic Theatre, Berklee Performance Center, Sanders Theatre and the Tsai Performance Center. Celebrity Series concerts feature some of the most highly acclaimed classical and jazz musicians, modern dance companies and variety performers in the world — premier artists who routinely attract sell-out crowds wherever they appear.

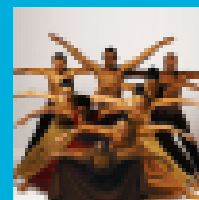
The 2007-2008 performance season has an exciting and dynamic range of events:

- The Opening Night on October 14 with the beloved opera diva **Kiri Te Kanawa** in her farewell recital tour.
- The unparalleled **Berlin Philharmonic** with **Simon Rattle**, tenor **Ben Heppner** and baritone **Thomas Quasthoff** thrill in a night of soaring music with some of the finest musicians of our age.
- The **Mark Morris Dance Group** in the dance opera, *Dido and Aeneas*—one of the great Mark Morris masterpieces with live orchestra and singers of Emmanuel Music, conducted by Morris himself.
- Author and NPR darling **David Sedaris** live at Symphony Hall, telling stories as only he can, with his incisive wit and hysterical delivery.
- The undisputed superstar violinist of our era, **Itzhak Perlman**, making masterful music.

*...and so much more!*

When you advertise with the Celebrity Series, you keep company with these world-renowned performers, and you'll stand up and cheer as your message reaches Greater Boston's most affluent, educated and active audience.

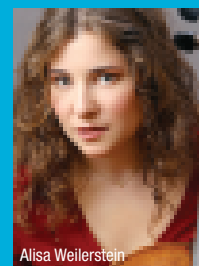
**Reserve your space today!**



Alvin Ailey American Dance Theater



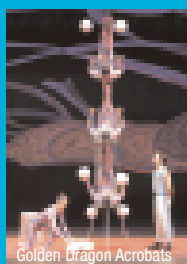
St. Lawrence String Quartet



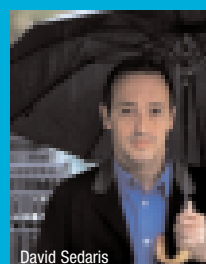
Alisa Weilerstein



Gili Shaham



Golden Dragon Acrobats



David Sedaris



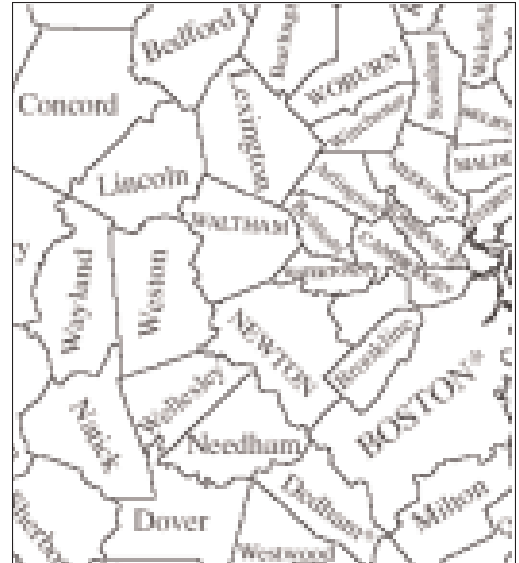
Mark Morris Dance Group



## THE CELEBRITY SERIES AUDIENCE

### Affluent, Educated and Active

- AGGREGATE AUDIENCE OF NEARLY 100,000 ATTENDEES PER SEASON; 6000+ SUBSCRIBERS
- WEALTHY, UPSCALE AND UPPER MIDDLE-CLASS URBAN BOSTON AND WESTERN SUBURBS WITHIN THE GREATER BOSTON PRIMARY MARKET AREA (PMA):
  - Boston
  - Cambridge
  - Newton
  - Brookline
  - Somerville
  - Weston
  - Wellesley
  - Lexington
  - Belmont
  - Lincoln
  - Dover, etc.
- 70%+ OF AUDIENCE FROM GREATER BOSTON’S TOP INCOME, LIFESTYLE, SOCIAL SEGMENTS: “ELITE SUBURBS,” “URBAN UPTOWN,” AND “LANDED GENTRY,”
  - 55% of audience has income of \$75,000+ (as compared to 43% of PMA)
  - 20% of audience has income of \$150,000+ (as compared to 13% of PMA)
- CS AUDIENCE SEGMENTS REPRESENT THE MARKET’S HIGHEST CONCENTRATION OF:
  - Professional occupations
  - Post-graduate education
  - High personal net worth
  - Consumers of financial services
  - Investment in luxury housing
  - Frequent arts attendance
  - Shopping at exclusive retailers
  - Driving luxury imports
  - Travel abroad
  - Physically active
  - Spending on technology
- Mix of young married and singles, established families and empty nesters



*Data from Celebrity Series audience records and Claritas Prizm© audience segmentation study appended with Experian data, December 2006.*



# Celebrity Series of Boston

Engaging • Entertaining • Enriching

## Performance Program Wrap Insertion Order and Contract

2007-2008 Season; Color and Black and White ads, full-season

### ACCOUNT INFORMATION

Client: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Tel.: \_\_\_\_\_ FAX: \_\_\_\_\_  
 email: \_\_\_\_\_

If applicable, please check this box if you will be renewing the same ad used in our 2006-2007 season program

**RATES** (All rates are net. 25% discount applies for nonprofit organizations.)

### COLOR

Ad Size	Placement	Ad Dimensions	Ad Cost
Full Page	2nd or 3rd Cover	4 7/8" x 7 7/8"	\$6500
Full Page	Back Page	4 7/8" x 7 7/8"	\$7500
Full Page	Inside Page	4 7/8" x 7 7/8"	\$6000

*For bleeds add 1/8".*

### BLACK & WHITE

Ad Size	Ad Dimensions	Ad Cost
Full Page	4 7/8" x 7 7/8"	\$4200
1/2 Page	4 7/8" x 3 7/8"	\$2900
1/4 Page Vertical	2 5/6" x 3 7/8"	\$1900
1/4 Page Horizontal	4 7/8" x 1 7/8"	\$1900

**Ad Orientation:** \_\_\_\_\_ Horizontal \_\_\_\_\_ Vertical

### MECHANICAL REQUIREMENTS:

Trim Size is 5 1/2" x 8 1/2"  
 Bleed copy is 5 3/4" x 8 3/4"  
 Pages contain two columns  
 Space Dimensions are width x depth

### PRODUCTION CHARGES

All adwork submitted must be in final form. The Graphics Department will not make any changes to electronic files. If troubleshooting is necessary, production charges may be added. Charges will be discussed with the customer prior to revision work.

### Please send all artwork to:

Robert Torres, *Graphics and Web Designer*  
 Celebrity Series of Boston  
 20 Park Plaza, Suite 1032  
 Boston, MA 02116-4303  
 email: rt@celebrityseries.org

*(continued on next page)*



# Celebrity Series of Boston

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*(Performance Program Wrap Insertion Order and Contract, page 2)*

## **COPY REQUIREMENTS**

All ad copy and artwork are subject to Celebrity Series approval. The Celebrity Series reserves the right to reject any copy that is not in keeping with the format, content, or editorial purposes of the programs. The Celebrity Series will not be responsible for any loss or expense incurred as a result of an error or misrepresentation in an advertisement. Position is subject to the publisher's option; while every attempt will be made to comply with the request for a specific position, acceptance of the order does not imply a guarantee.

## **SUPPLIED MATERIAL**

Any of the following are acceptable originals (listed in order of preference):

- Quark Xpress File with all fonts and artwork included
- Adobe Illustrator EPS files with fonts converted to outlines.
- high-resolution PDF with fonts embedded
- 300 dpi images
- 133-line screen for halftones.

**Notes:** \_\_\_\_\_  
\_\_\_\_\_

## **PAYMENT**

Total: \$ \_\_\_\_\_

## **AUTHORIZATION**

Contact Signature: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Date: \_\_\_\_\_

## **RESERVATION DEADLINE – Space deadline September 15, 2007. Artwork due September 29, 2007.**

To reserve placement, please contact David Dalena at (617) 598-3218 and return this form prior to September 15, 2007 to:

Program Advertising  
Celebrity Series of Boston  
20 Park Plaza, Suite 1032  
Boston, MA 02116-4303  
Tel.: (617) 598-3218    FAX: (617) 482-3208



## Electronic File Specification Sheet

### MACINTOSH FORMAT

- Quark Express
- Photoshop (saved as a TIFF or EPS file)
- Adobe Illustrator (with type converted to paths and saved as an EPS file)
- Free hand (with type converted to paths and exported as an EPS file)
- Adobe Acrobat (PDF)

### IBM/PC FORMAT

Celebrity Series in-house design department uses Macintosh computers therefore PC files may not be compatible. Advertisers with PC systems may call ahead to discuss compatibility with Celebrity Series pre-press house. Macintosh fonts will be substituted for PC fonts in some cases.

### FONTS

Use only Post script fonts. True type fonts are not acceptable. Please include both the screen and printer fonts on your disk. Celebrity Series will substitute Macintosh fonts for PC fonts in some cases. Please include the names of your PC fonts on the hard copy printout.

### SCANS

**Black & White:** High-resolution black & white photographs or art work should be scanned at 300 dpi in grayscale at 100% of final print size. Screened tone values which exceed 85% will print as a solid. Any dot under 3% may drop to white.

**4-Color:** Scan is to be saved as CMYK, not RGB. High-resolution 4-color images imported directly into the document are preferred.

Please be sure to supply the original photo or art work if we are to make hire solution scans. Optimum resolution is 300 dpi at 100% of final print size.

### COLORS

All color appearing in your ad must be built from process colors (CMYK). Spot color ads, two and three color ads should be built from CMYK.

### COMPATIBLE MEDIA

- CD ROM

### WHAT TO SUPPLY ON DISK

In order to assure that your files are properly output, the following must be included:

- The ad file
- Screen and printer fonts used in the ad (postscript only).  
*Please note: fonts need to be included even if the ad is saved as an EPS file. Look closely for any EPS files imbedded within the ad (e.g. a logo) which may use fonts and be sure to include them as well .*
- All art files used in the ad
- Laser printout at 100%  
*Please note: if it is not possible to print lasers at 100% you must indicate the percentage at which the ad is printed.*
- For 4-color ads please supply a publication grade press quality digital proof .
- A printout of the disk's content's.

### MISCELLANEOUS

- If at all possible, do not use compression software on your files, except for those compression formats found within Adobe Photoshop
- If files are supplied as one composite EPS or Post script file, please supply the component/application files separately as well, in the event that the files do not image properly
- Do not submit color files for black & white ads
- For bleeds add 1/8"



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[www.celebrityseries.org](http://www.celebrityseries.org)

