
Concert Program and Audience

- **What size is your concert program?**
Our programs measure 8 1/2" x 14", folded in half. All ads run black & white.
- **How many people will see my ad?**
Advertising in a Choral Project concert program is a great way to show your support for choral music in the Bay Area. Our audience is composed of Silicon Valley professionals, retirees, college students and sophisticated art patrons - many of whom are season ticket holders of other arts organizations. During our season, each concert performance has an estimated total distribution of approximately 500-700 programs per night.

Deadline Dates

- **How flexible are the Advertising Deadline Dates?**
The dates have been set to allow time for producing and printing the programs. Unfortunately, our tight schedule does not allow room for flexibility.

Discounts

- **Are there any discounted ad rates?**
Yes. Season Advertisers will save 10-15%.

Payment Options

- **Can I pay with a credit card?**
Yes...Just fill out the credit card portion of the Advertising Contract and submit it to:

The Choral Project
Attn: Ad Sales
72 N. Fifth Street, Suite 15
San Jose, CA 95112
- **Is there a way to purchase an ad online?**
Not at this time. We are hoping to have this option available in the near future.

Tax Deduction?

- **Is advertising considered a donation and therefore tax-deductible?**
No. Typically, charitable contributions are when money or goods are donated at no benefit to the donor. However, since we classify this income as revenue from advertising, the advertiser can write off the entire amount as an advertising expense.

Season Advertisers

- **Can I change my ad?**
Yes. Season advertisers may submit revised ads. Please note that the same ad will run unless The Choral Project is notified and receives new artwork before the deadline for each program.

Advertising Acceptability

- **Will you post any ad, regardless of content?**
No. All program advertising is subject to the approval of the Ad Sales Manager, who reserves the right to refuse any advertising for any reason. The Choral Project will not knowingly print or publish any advertisement that violates a law or board policy.

Cancellations

- **Can I cancel my ad?**
Certainly. Advertisers may cancel their advertisement before the ad submission deadline. A full refund will be issued to the advertiser. No refunds will be issued for ads cancelled after the ad submission deadline without the approval of the Advertising Manager.

Contact Information

- **Who do I contact if I have more questions?**
Questions regarding advertising, artwork, and layout should be directed to:
advertising@choralproject.org