



# Celebrity Series of Boston

Engaging • Entertaining • Enriching

## PROGRAM BOOK Advertising Opportunities



Jazz at Lincoln Center Orchestra with Wynton Marsalis



Circa's Circa



2011 •

2012 season

Ballet Hispanico

# 2011 • 2012 season calendar

## October

### Audra McDonald in Concert

Sunday | October 2 | 5pm | Symphony Hall

### Sarah Chang violin

Sunday | October 16 | 3pm | Symphony Hall

### The English Concert

Harry Bicket conductor/harpsichord

Andreas Scholl countertenor

Sunday | October 23 | 3pm | NEC's Jordan Hall

### Lang Lang piano

Sunday | October 30 | 3pm | Symphony Hall

## November

### Azure Barton and Artists

BOSTON DEBUT

November 4 & 5 | Tsai Performance Center

Friday | 7:30pm

Saturday | 8pm

### Poncho Sanchez and his Latin Jazz Band featuring

Terence Blanchard - *Cubano Be! Cubano Bop!*

CELEBRITY SERIES DEBUT

Sunday | November 6 | 7pm | Berklee Performance

### Angelika Kirchschrager mezzo-soprano

Jean-Yves Thibaudet piano

Friday | November 11 | 8pm | NEC's Jordan Hall

### Orion String Quartet with David Shifrin clarinet

Saturday | November 12 | 8pm | NEC's Jordan Hall

### Garrison Keillor

Sunday | November 13 | 3pm | Symphony Hall

### Béla Fleck & The Flecktones

CELEBRITY SERIES DEBUT

Friday | November 18 | 8pm | Sanders Theatre

### What Makes It Great?®

with the Borromeo String Quartet and

Lukas Vondracek piano

Dvorák's Piano Quintet in A Major

Friday | November 18 | 8pm | NEC's Jordan Hall

### Itzhak Perlman violin

Sunday | November 20 | 3pm | Symphony Hall

## December

### Angela Hewitt piano

Friday | December 2 | 8pm | NEC's Jordan Hall

### Vienna Boys Choir

HOLIDAY PROGRAM

Sunday | December 4 | 3pm | NEC's Jordan Hall

### Vijay Iyer Trio and Miguel Zenón Quartet

Friday | December 9 | 8pm | Berklee Performance Center

## January

### Kathy Mattea

Saturday | January 21 | 8pm | Sanders Theatre

### Roby Lakatos Ensemble

BOSTON DEBUT

Friday | January 27 | 8pm | Sanders Theatre

### Lise de la Salle piano

BOSTON RECITAL DEBUT

Saturday | January 28 | 8pm | NEC's Jordan Hall

## February

### Pieter Wispelwey cello

Friday | February 3 | 8pm | NEC's Jordan Hall

### Inbal Pinto & Avshalom Pollak Dance Company

*Oyster*

BOSTON DEBUT

February 3 & 4 | The Paramount Theatre

Friday | 7:30pm

Saturday | 8pm

### Sérgio and Odair Assad duo guitarists

Friday | February 10 | 8pm | NEC's Jordan Hall

### Soweto Gospel Choir

Sunday | February 12 | 3pm | Symphony Hall

### David Finckel cello

Wu Han piano

Philip Setzer violin

ALL-MENDELSSOHN PROGRAM

Sunday | February 19 | 3pm | NEC's Jordan Hall

### Hagen Quartet

BOSTON DEBUT

Sunday | February 26 | 3pm | NEC's Jordan Hall

### Circa's Circa

BOSTON DEBUT

February 29–March 4 | The Paramount Theatre

Wednesday | February 29 | 7:30pm

Thursday | March 1 | 8pm

Friday | March 2 | 8pm

Saturday | March 3 | 2pm

Saturday | March 3 | 8pm

Sunday | March 4 | 3pm

## March

### Max Raabe & Palast Orchester

Sunday | March 4 | 3pm | Symphony Hall

### Ballet Hispanico

March 9–11 | Cutler Majestic Theatre

Friday | 7:30pm

Saturday | 8pm

Sunday | 3pm

### The Chieftains

Wednesday | March 14 | 8pm | Symphony Hall

### Jazz at Lincoln Center Orchestra with Wynton Marsalis

Sunday | March 18 | 3pm | Symphony Hall

### Thomas Quasthoff bass-baritone

Michael Schade tenor

Justus Zeyen piano

Friday | March 23 | 8pm | NEC's Jordan Hall

## April

### What Makes It Great?® The Music of Richard Rodgers

Sunday | April 1 | 3pm | NEC's Jordan Hall

### Academy of St. Martin in the Fields

Joshua Bell director and solo violin

ALL-BEETHOVEN PROGRAM

Sunday | April 15 | 3pm | Symphony Hall

### European Union Youth Orchestra

Vladimir Ashkenazy conductor

Yefim Bronfman piano soloist

Friday | April 20 | 8pm | Symphony Hall

### Sandrine Piau soprano

Susan Manoff piano

CELEBRITY SERIES DEBUT

Saturday | April 21 | 8pm | NEC's Jordan Hall

### Maurizio Pollini piano

Sunday | April 22 | 3pm | Symphony Hall

### Alvin Ailey American Dance Theater

April 26–29 | Citi Wang Theatre

Thursday | 7:30pm

Friday | 8pm

Saturday | 2pm & 8pm

Sunday | 3pm

### Emerson String Quartet

Friday | April 27 | 8pm | NEC's Jordan Hall

## May

### Jane Monheit

CELEBRITY SERIES DEBUT

Friday | May 4 | 8pm | Sanders Theatre

### David Sedaris

Sunday | May 6 | 7pm | Symphony Hall

### Emanuel Ax piano

Friday | May 11 | 8pm | NEC's Jordan Hall

### Mark Morris Dance Group

May 17–20 | Cutler Majestic Theatre

Thursday | May 17 | 7:30pm

Friday | May 18 | 8pm

Saturday | May 19 | 8pm

Sunday | May 20 | 3pm

*All artists and programs are subject to change.*



## Celebrity Series of Boston

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# Get your message to the right audience!

## Advertise in the Celebrity Series 2011-2012 performance program book.

The Celebrity Series of Boston has a loyal subscriber base of more than 5,200 who are dedicated to the performing arts, and who make up the core of an annual audience of more than 100,000 audience members from Greater Boston's best neighborhoods. Now entering its 74th season, Celebrity Series presents more than 40 performances each season at Boston's top venues, including Symphony Hall, NEC's Jordan Hall, Cutler Majestic, Paramount and Sanders Theatres, and the Tsai Performance Center at Boston University. Celebrity Series performances 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 2011-2012 performance season has an exciting and dynamic range of events:



Circa's *Circa*



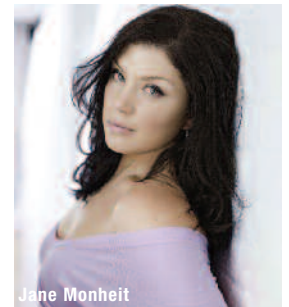
Béla Fleck & The Flecktones



Vijay Iyer Trio



Hagen Quartet



Jane Monheit

## Season Highlights

**Academy of St. Martin in the Fields and violinist Joshua Bell** - An evening of glorious music featuring the unmistakable sound of the Academy of St. Martin in the Fields and one of the most distinguished violinists in the classical world.

**Sarah Chang** - Masterful violinist Sarah Chang's first Boston recital since 1997 is a must-hear event!

**Hagen Quartet** - One of Europe's leading string quartets makes its long-awaited Boston debut at Jordan Hall.

**Garrison Keillor** - The genial radio host and author visits Symphony Hall for an evening of tales told in his one-of-a-kind voice.

**Jazz at Lincoln Center Orchestra with Wynton Marsalis** - Trumpeter Wynton Marsalis and this 15-piece band of jazz masters swing into Symphony Hall.

**Vijay Iyer Trio and Miguel Zenón Quartet** - Pianist Vijay Iyer and saxophonist Miguel Zenon, two of jazz's most exciting, creative and cutting edge talents, share a unique double bill at the Berklee Performance Center.

**Alvin Ailey American Dance Theater** - The beloved Alvin Ailey American Dance Theater returns to the Citi Wang Theatre.

**Inbal Pinto & Avshalom Pollak Dance Company, *Oyster*** - This fascinating and uniquely visionary Israeli dance company makes its Boston debut at The Paramount Theatre.

**Circa's *Circa*** - Bold, visionary, and extreme; Circa is contemporary circus stripped to its spine-tingling essentials.

**Boston Premieres** - Works receiving their Boston premiere in 2011–2012 include a Celebrity Series co-commission of *Clarinet Quintet* by composer Marc Neikrug (performed by clarinetist David Shifrin and the Orion String Quartet); *Four Quarters* by composer Thomas Adès, (performed by the Emerson String Quartet); choreographers Inbal Pinto and Avshalom Pollak's *Oyster* and Aszure Barton's *Busk and Blue Soup*

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

**Reserve your space today!**



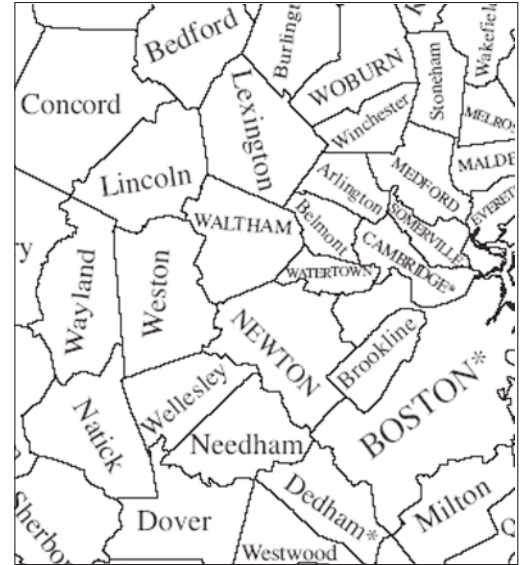
# Celebrity Series of Boston

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## THE CELEBRITY SERIES AUDIENCE

### Affluent, Educated and Active

- AGGREGATE AUDIENCE OF NEARLY 100,000 ATTENDEES PER SEASON; 5200+ SUBSCRIBERS
- 18,000+ FOR 2009 AILEY ENGAGEMENT
- WEALTHY, UPSCALE AND UPPER MIDDLE-CLASS BUYERS WITHIN URBAN BOSTON AND WESTERN SUBURBS IN 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)
- OUR 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
  - Shoppers of exclusive retailers
  - Drivers of luxury imports
  - Travelers abroad
  - Physically active
  - Expenditures 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

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## Performance Program Wrap Insertion Order and Contract 2011-2012 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 2010-2011 season program

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

#### FULL SEASON

Reservation Deadline: August 5, 2011

Creative Deadline: August 19, 2011

#### 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

#### BLACK & WHITE

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

#### BY PERFORMANCE

Reservation Deadline: 30 days prior to performance

Creative Deadline: 21 days prior to performance

#### BLACK & WHITE

Ad Size	Ad Dimensions	Ad Cost
Full Page	4 7/8" x 7 7/8"	\$500
Half Page Horizontal	4 7/8" x 3 7/8"	\$300

### 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 trouble-shooting is necessary, production charges may be added. Charges will be discussed with the customer prior to revision work.

(continued on next page)



# Celebrity Series of Boston

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### COPY REQUIREMENTS

All ad copy and artwork is 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 formats is acceptable (listed in order of preference):

- Quark Xpress File with all fonts and artwork included
- Adobe InDesign File (CS3) with all fonts and artwork included
- Adobe Illustrator (CS3) EPS files with fonts converted to outlines
- High-resolution PDF with fonts embedded
- 300 dpi images

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

### PAYMENT METHOD

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

Bill on account: \_\_\_\_\_

Please charge my order to:

- MasterCard     Visa     AMEX     Discover

Cardholder Name: \_\_\_\_\_

Account #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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

### AUTHORIZATION

Contact Name (Please Print): \_\_\_\_\_

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

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

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

### To reserve placement, please contact

Beth Holmgren at (617) 598-3237, bh@celebrityseries.org

### Please send all artwork to:

Robert Torres, Graphic and Web Designer, rt@celebrityseries.org

### Please remit payment to:

Program Advertising  
Celebrity Series of Boston  
20 Park Plaza, Suite 1032  
Boston, MA 02116-4303



## Electronic File Specification Sheet

### MACINTOSH FORMAT

- Quark Xpress 7 or higher
- InDesign CS4 or higher
- Photoshop (saved as a JPG, TIFF or EPS file)
- Adobe Illustrator (with type converted to paths and saved as an EPS file)
- Adobe Acrobat (PDF) with embedded fonts

### 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 artwork if we are to make higher resolution 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 or DVD.

### WHAT TO SUPPLY ON DISK

In order to ensure that your files are processed properly, 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 embedded 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.*
- Publication grade, press quality digital proof for 4-color ads.
- A printout of the disk's contents.

### MISCELLANEOUS

- Do not submit color files for black & white ads.
- For bleeds, add 1/8"

### SUBMITTING FILES ONLINE

- Files may be sent via a Drop Box account or through your own ftp site.
- Small files can be sent via e-mail. Please compress files to .zip or .dmg files when submitting.
- For artwork files greater than 300 MB please send a CD or call if you need further assistance.



# Celebrity Series of Boston

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Celebrity Series of Boston, Inc.  
20 Park Plaza, Suite 1032  
Boston, MA 02116-4303



Alvin Ailey American Dance Theater



Lang Lang



Garrison Keillor

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