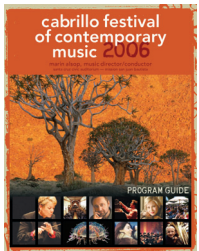


A CULTURAL ARTS PROGRAM
BOOK COLLABORATIVE

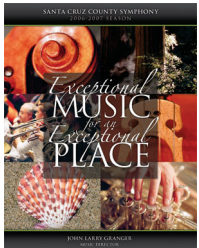
Take 4

- UCSC Arts & Lectures
- Shakespeare Santa Cruz
- Santa Cruz County Symphony
- Cabrillo Festival of Contemporary Music



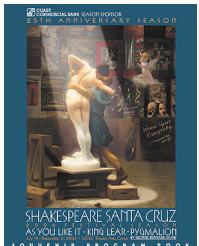
Cabrillo Festival of Contemporary Music

July 30 – August 12, 2007



Santa Cruz County Symphony

September 29, 2007 –
May 4, 2008



Shakespeare Santa Cruz

July 17 –
September 2, 2007



UC Santa Cruz Arts & Lectures

October 2007 –
May 2008

Take 4 Four of the most acclaimed arts organizations in Santa Cruz County have come together to provide businesses with an effective tool to reach targeted audiences. In July and August Shakespeare Santa Cruz's 4,000 published programs are available for purchase by their 30,000 audience members. Cabrillo Festival of Contemporary Music distributes 5,000 free programs in July and August to their 7,000 audience members. From September to the following June, the Santa Cruz County Symphony provides 1,600 program books to their loyal subscribers and 14,000 audience members. Copies are kept as souvenir programs and used throughout the year at the ten Symphony concerts. UCSC Arts & Lectures produces an arts magazine, *Arts & Ideas* with a distribution of close to 7,000 from October through May. The magazine is free and given to all performance attendees, potential donors, prospective students, and friends of UC Santa Cruz.

AUDIENCE PROFILE

Take 4's audiences represent 70,000 educated, affluent and professionally influential men (43%) and women (57%), primarily between the ages of 30-62. These arts patrons are discerning individuals who appreciate quality theater and music as well as quality products and services. UCSC Arts & Lectures adds a college student population to the profile.

GEOGRAPHICAL EXPOSURE

Reach households throughout the greater Santa Cruz County PLUS capture the attention of affluent art patrons from Monterey County, Santa Clara County, and San Mateo County.

CULTURAL ASSOCIATION

Your advertisement in these program books will help identify you as a quality business in support of these nationally, regionally, and locally acclaimed cultural organizations.

CRITICAL ACCLAIM

Cabrillo Festival of Contemporary Music

"...two of the most thoughtful and original summer musical weekends anywhere in America." — **Wall Street Journal**

"Big shifts are happening in the symphonic world, and Cabrillo is an important carrier of that message."

— **San Jose Mercury News**

Santa Cruz County Symphony

"The Santa Cruz Symphony just delivered one of the best concerts in the history of Monterey Bay music." — **Metro Santa Cruz**

"Music Director John Larry Granger has been quietly building the Santa Cruz Symphony into an orchestra, which is one of the finest in California." — **Peninsula Reviews**

Shakespeare Santa Cruz

"It's true Shakespeare repertory, and it's thriving in Santa Cruz... in one of the most appealing summertime retreats imaginable."

— **Los Angeles Times**

"One of the ten most influential Shakespeare Festivals in the country."

— **USA Today**

UC Santa Cruz Arts & Lectures

"...the fact that UCSC Arts & Lectures brings such brilliant performances to our area is one of the reasons our corner of the world is such a great place to live." — **Good Times**

"Art is humanity. Experiencing it is what lets us know who we are."

— **Tony Soottinanchai, UCSC undergraduate**

2007 – 2008 SEASON RATE CARD

SUPPORT THE ARTS AND BOOST YOUR BUSINESS!

Take 4

A CULTURAL ARTS PROGRAM
BOOK COLLABORATIVE

- UCSC Arts & Lectures
- Shakespeare Santa Cruz
- Santa Cruz County Symphony
- Cabrillo Festival of Contemporary Music

Sandy Kurz

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fax: 831.426.1805

sandykruz@yahoo.com

307 Church Street, Santa Cruz, CA 95060

www.cabrillomusic.org/2007/Take4.html

PUBLICATION SCHEDULE

SPACE RESERVATION DEADLINES

Shakespeare Santa Cruz	June 8, 2007
Cabrillo Festival	June 8, 2007
UCSC Arts & Lectures	July 25, 2007
Santa Cruz County Symphony	August 17, 2007

AD & PAYMENT DEADLINES

Shakespeare Santa Cruz	June 15, 2007
Cabrillo Festival	June 15, 2007
UCSC Arts & Lectures	August 3, 2007
Santa Cruz County Symphony	August 24, 2007

ADVERTISING RATES

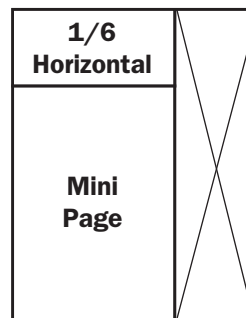
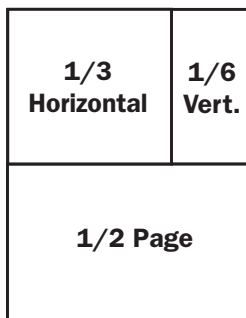
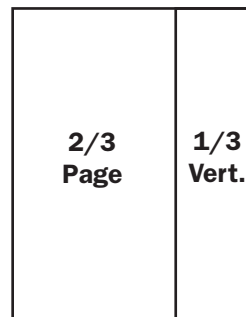
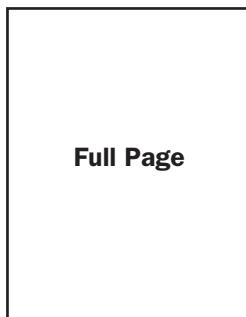
	Single Book Rate	Take 3 Books Save 15%	Take 4 Books Save 20%
Bk. Cover 4C	\$1649	\$4203	\$5275
Ins. Cover	1229	3039	3931
Full page	877	2237	2806
2/3 page	730	1861	2335
Mini page	635	1620	2033
1/2 page	599	1527	1915
1/3 page	483	1232	1546
1/6 page	284	721	907
Bus. Card	226	577	752

AD PRODUCTION

All advertising rates are for space only and require ads in digital form (see specs). For advertisers in need of ad design and production, please consult our Advertising Sales Representatives for graphic designer recommendations.

ADVERTISING SIZES

Full Page	7" x 9 5/8"
2/3 Page	4 5/8" x 9 5/8"
Mini Page	4 5/8" x 7"
1/2 Page	7" x 4 11/16"
1/3 Page Vertical	2 3/16" x 9 5/8"
1/3 Page Horizontal	4 5/8" x 4 11/16"
1/6 Page Vertical	2 3/16" x 4 11/16"
1/6 Page Horizontal	4 5/8" x 2 1/4"
Business Card	3.5" x 2"



MECHANICAL SPECIFICATIONS

- All ads must be provided in digital form on CD or by e-mail to: marguer@pacbell.net.
- Art requirements/specifications:
- Program book trim size = 8.5" x 11"
- 133 or 150 line screen
- Disk or files must be Macintosh compatible.
- If sending native files: **1)** the document or advertisement layout must be created in one of the following programs: InDesign 3.0.1 or higher, QuarkXPress 6.0x, Photoshop 6, or Illustrator 8.0 – or higher versions of these programs. **2)** All original artwork and resources used to create the document must be provided. Scans should be done at 300dpi. Photoshop files should be saved as .tiff or .eps format in bitmap or grayscale mode. Color ads are all 4 color process and should be saved in **CMYK** mode (**no spot colors, no RGB mode**). Tiff files should be saved with the LZW compression OFF.
- PDF files are acceptable with **fonts embedded**. Photoshop files should be imported into QuarkXPress or InDesign at 100% size. All fonts used in Quark files must be provided (Printer and Screen fonts). When using Illustrator please CREATE OUTLINES of all fonts. Files sent via email can be compressed into one folder using ZIP or Stuffit.
- If professional services are required, advertiser will be billed for any costs.
- All ads must have a border, or one will be added at the advertiser's expense. No bleeds accepted except for full page color ads.

TERMS AND POLICIES

- **TOTAL PAYMENT DUE** on date of Ad Deadline for each publication.
- **Please make checks payable to TAKE FOUR.**
- No space cancellation will be accepted after the Space Reservation Deadline.
- Liability of the publisher for errors is limited to the cost of the space occupied by the error.
- Reasonable placement requests will be accommodated whenever possible but cannot be guaranteed.