



## **TD BANK POPS BY THE SEA 2012 – 27th Annual Program Book Advertising**

The deadline for the 2011 program book is Monday, June 18, 2012. Advertising space sells out every year.

Your ad in the Pops by the Sea 27th annual program book reaches the most sought-after demographic on Cape Cod and supports the Arts Foundation of Cape Cod's year-round programming. Our advertisers rave about the results they see by targeting the affluent demographic represented by our Program Book readership.

When you advertise with us, not only are you reaching an audience of approximately 15,000 residents and visitors during the height of the summer season, but you are also helping us provide arts and cultural programs on Cape Cod all year long. As the county's designated arts agency, we provide valuable programming to local artists and arts organizations on a Cape-wide basis.

The Pops by the Sea program book is distributed free of charge to all attendees at the concert. This is a unique opportunity to showcase your business and provide valuable support to a nonprofit organization at Cape Cod's premier arts annual arts event.

### Ad dimensions for the 2012 Pops by the Sea program book

Full page: 7 1/2 inches wide by 10 inches high

Half pages: 7 1/2 inches wide by 5 inches high

or

3 3/4 inches wide by 10 inches high

### Ad prices for the 2012 Pops by the Sea program book

Full page: \$500.00

Half Page: \$300.00

Ads are available as either full page or half page. For best results in ad reproduction, we ask that all ads be submitted by e-mail as .pdf files or by special arrangement on disc. Files must be created at actual size, black and white. Ad space is limited and available on a first come, first served, space available basis. Program book ads may be used for a wide variety of purposes. The AFCC retains the right to approve all content.

To be included in the 2012 Program Book: please email [pops2012@artsfoundation.org](mailto:pops2012@artsfoundation.org) and include "POPS AD" in the subject line or call 508-362-0066.

We greatly appreciate the support of our advertisers and thank you on behalf of the artists and arts organizations that will benefit from your generosity.