



3790 El Camino Real  
 Mail Suite 341  
 Palo Alto, CA 94301  
 (650) 856-8432  
 www.californiapops.org

**What a great way to spread  
 the news for this Holiday!**

The California Pops Orchestra's' engaging, fun-filled programs are attracting growing audiences from throughout California. The Pops' next show is **"Christmas Fantastique!"** on Dec 11<sup>th</sup>. Last season's shows brought in over 1500 new fans! Media sponsorships included the fine folks of KGO Radio. In 2010 the Pops moved to a larger venue in Los Gatos seating 1380 due to the increase in ticket demand. And for the 2011-12 season the Pops implemented a new reserved seating ticket system. The Pops is proud to feature original movie, Broadway, Big Band and Latin arrangements and lots more new orchestrations.

**Show Program Book Advertising and Benefits**

Save by purchasing ads for the next 5 shows.

**Special 5 Performances:** - 6,900 seats total

Location	Color	Size	Price	Comp Tickets (Reg Sections)	Web link
Back Cover	Full	Full	\$1,300	5 Tickets	Yes
Inside Front	Full	Full	\$1,200	5 Tickets	Yes
Inside Back Cover	Full	Full	\$1,100	5 Tickets	Yes
Inside Standard	Full	Full	\$1,000	5 Tickets	Yes
Inside Back Cover	Full	1/2	\$560	2 Tickets	Yes
Inside Standard	Full	1/2	\$520	2 Tickets	Yes
Inside Standard	Full	1/4	\$280	1 Ticket	N/A

**One Show Only:** 1,380 Seats

Location	Color	Size	Price	Comp Tickets
Inside Standard	Full	Full	\$250	1 Ticket
Inside Back Cover	Full	1/2	\$140	N/A
Inside Standard	Full	1/2	\$130	N/A
Inside Standard	Full	1/4	\$70	N/A



**Dimensions**

Full Page	4.75" x 8"
Half Page	4.75" x 4"
Quarter Page (Business Card)	2.15" x 3.75" or 4.75" x 2"

Artwork should be camera-ready and/or provided in a JPEG, PDF or .EPS format. Email ad to Sales at: [manager@californiapops.com](mailto:manager@californiapops.com) There is a \$75 fee if you wish the Pops to lay out your copy.

The audience loves advertisers that incorporate music and humor in their ads. Including coupons or % discounts is a great way to measure your ad's effectiveness.

For more information call (650) 856-8432 or email Alicia Wilmunder, Executive Director: [manager@californiapops.com](mailto:manager@californiapops.com)

*The Pops reserves the right to decline web links to sites deemed inappropriate for family viewing.*