

## Program Book 1

Sept. 9 – Dec. 3, 2011

Circulation: 31,000

Space reservation: Aug. 22

Ads due: Aug. 26

## Program Book 2

Dec. 8, 2011 – Feb. 25, 2012

Circulation: 28,000

Space reservation: Nov. 17

Ads due: Nov. 23

## Program Book 3

Mar. 15 – June 9, 2012

Circulation: 33,000

Space reservation: Feb. 27

Ads due: Mar. 2



## Advertising Rates

	4-color	b&w
Back cover	\$3,000	
Inside covers	2,750	2,575
Full page	2,500	2,325
2/3 page	2,125	1,950
Junior or 1/2 page	1,800	1,625
1/3 page (vertical or square)	1,325	1,150
1/6 page (vertical or horizontal)	975	800
1/12 page	600	425

**FREQUENCY DISCOUNTS AVAILABLE** for multiple-program insertions within and across all of our publications:

Bloomington Civic Theatre • Chanhassen Dinner Theatres • Children's Theatre Company  
The Cowles Center for Dance & the Performing Arts • IVEY Awards • Minnesota Opera  
Minnesota Orchestra • Ordway Center for the Performing Arts • Penumbra Theatre Company  
The Saint Paul Chamber Orchestra • The Schubert Club • and more

### Performance Locations

- Ordway Center for the Performing Arts; *Saint Paul*
- Saint Paul's United Church of Christ; *Saint Paul*
- Ted Mann Concert Hall, University of Minnesota; *Minneapolis*
- Temple Israel; *Uptown Minneapolis*
- Wayzata Community Church; *Wayzata*
- Wooddale Church; *Eden Prairie*
- Shepherd of the Valley Lutheran Church; *Apple Valley*
- Benson Great Hall, Bethel University; *Arden Hills*
- Trinity Lutheran Church; *Stillwater*

### Audience Demographics

SPCO concertgoers represent an audience with some of the most desirable age, education and income demographics available in the region:

#### Average Age

63

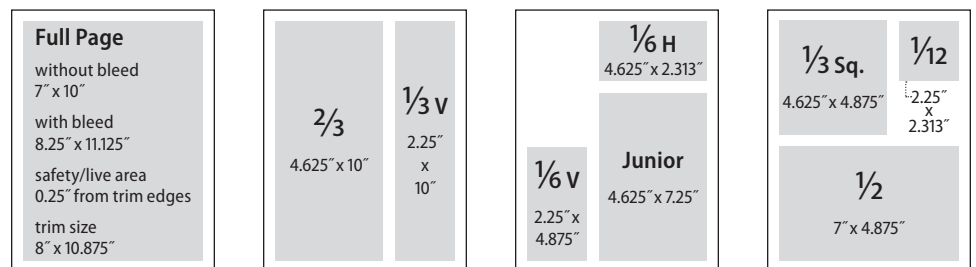
#### Education

86% are college graduates  
63% have completed graduate coursework

#### Average Annual Household Income

\$92,000

## Ad Sizes



Final circulation numbers determined at press time  
All rates are net, agencies add 15%



1001 Twelve Oaks Center Dr. #1017  
Wayzata, Minnesota 55391  
P: 612.375.9222 F: 612.375.9208  
www.artsandcustom.com



THE SAINT PAUL  
**CHAMBER**  
ORCHESTRA

2011-2012 SEASON



## Program Book 1

Sept. 9 – Dec. 3, 2011

- Opening Night with Joana Carneiro and Cantus
- Sibelius Symphony No. 3
- Schubert's *Death and the Maiden*
- Biss Plays Mozart and Kurtág
- Bach's *Art of Fugue* Part I
- Leila Josefowicz Plays Berg
- Bach's *Art of Fugue* Part II
- Bach's *Brandenburg* Concertos
- Beethoven's Piano Concerto No. 1
- Beethoven's Piano Concerto No. 3

---

## Program Book 2

Dec. 8, 2011 – Feb. 25, 2012

- Upshaw Sings Baroque Masterpieces
- Haydn's *Military* Symphony
- Beethoven's *Pastoral* Symphony
- Mozart and Ligeti
- Christine Brewer Sings Beethoven and Wagner
- Elgar, Britten and Brahms
- Upshaw Sings Donnacha Dennehy
- Upshaw Sings Ravel and Debussy
- Copeland Plays Korngold

---

## Program Book 3

Mar. 15 – June 9, 2012

- Haydn's *Drumroll* Symphony
- Tetzlaff Plays Mozart
- Schubert's *Tragic* Symphony
- Schubert's *Great* Symphony
- Schubert's *Little C Major* Symphony
- Mendelssohn's *Reformation* Symphony
- Mendelssohn's *Scottish* Symphony
- Mendelssohn's *Italian* Symphony
- Mozart and Varèse
- Handel's *Water Music*
- Haydn's *The Seasons*

*This is a partial list of SPCO concerts for the 2011-2012 season. All program details are subject to change. For more concert information, please visit [www.thespc.org](http://www.thespc.org).*



1001 Twelve Oaks Center Dr. #1017  
Wayzata, Minnesota 55391  
P: 612.375.9222 F: 612.375.9208  
[www.artsandcustom.com](http://www.artsandcustom.com)