

# The City of Fairfax Band Association

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**Our Christmas concerts reach over 1500 community residents in December! Advertise now at the special holiday rate and your ad will appear through JUNE, 2020!**

**Tap the CFBA to reach customers in your community!** Get noticed by purchasing an ad to run throughout our 2019-2020 season in each performance's printed program, which reaches more than 3000 people in the greater Fairfax area and surrounding communities. A premier performing arts organization, the City of Fairfax Band Association (CFBA) also is a great customer base for your local business. **Our fans are your potential customers!** We distribute printed concert programs with your ads at more than six performances per year, reaching hundreds of people at each concert. We also reach our community - and your market - through social media campaigns. As patrons or performers, CFBA people also support the greater Fairfax community - and its businesses - where they live and work. They share their recommendations with family and friends.

## How to format your ad:

- Digital ads: JPEG, PNG, TIFF (300 dpi minimum)
- Black-and-white with text and photos
- Art with fonts embedded or provided
- Cover ads have full-bleed to edge. Submit ads with bleed and crops
- Material is due by October 5, 2019 to [manager@fairfaxband.org](mailto:manager@fairfaxband.org)

**Reasonable rates based on ad size:** All options include quarterly social media mention.

## **AD SALE: SPECIAL HOLIDAY RATES (Ads will display through June 2020)**

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|--|-------------------------------|
| ● Full page (b/w) - (5"w x 8"h)        | <del>\$600</del> <b>\$425</b> |
| ● Half page (b/w) - (5"w x 4"h)        | <del>\$350</del> <b>\$275</b> |
| ● Quarter page (b/w) - (2 1/2"w x 4"h) | <del>\$250</del> <b>\$190</b> |