

2026 SUMMER/WINTER PROGRAM ADVERTISING AGREEMENT



Reach concert-goers and visitors during the times of year that matter most.

Our beautiful full-color program books are distributed at each concert and are available digitally on our website and streaming services. You may submit all artwork to advertising@desertchorale.org. Please email or call (505) 988-2282, ext. 3 with any questions. Visit desertchorale.org/advertising to view our latest program book.

	SINGLE BOOK	BOTH (DISCOUNTED)	SPECIFICATIONS
BACK COVER	\$2,000	\$3,650	8.5"w x 11"h bleed ad
INSIDE FRONT COVER	\$1,650	\$3,000	8.5"w x 11"h bleed ad
INSIDE BACK COVER	\$1,500	\$2,750	8.5"w x 11"h bleed ad
FULL PAGE	\$1,300	\$2,400	8.5"w x 11"h bleed ad
HALF PAGE	\$1,000	\$1,850	HORIZ: 7.5"w x 4.875"h VERT: 3.625"w x 9.875"h
QUARTER PAGE	\$700	\$1,300	3.625"w x 4.875"h

The final size of the program is 8.5"w x 11"h. Please provide artwork in PDF/X 1a:2001 format, images in CMYK-300 dpi minimum, and fonts must be embedded. For full page bleed ads: please add .125" to all sides and keep all important elements at least .625" from all sides. Ad artwork can be designed by the Santa Fe Desert Chorale with an additional 20% fee.

DEADLINES: SUMMER & WINTER 2026

May 1, 2026: 50% deposit due if reserving space in both 2026 Summer and Winter Festival books

May 20, 2026: Summer Festival program book advertising reservation deadline

June 2, 2026: Final payment and artwork submission deadline for Summer Festival book

October 20, 2026: Winter Festival program book advertising reservation deadline

November 3, 2026: Final payment and artwork submission deadline for Winter Festival book

YOUR ORDER:

Advertisement Size _____

Festival: Both 2026 Festivals

Summer 2026 Winter 2026

I would like SFDC to design my ad artwork (20% surcharge for design)

Total Payment _____

Organization Name: _____

Contact Phone: _____

Contact Name: _____

Contact Email: _____

Signature: _____

CHECK ENCLOSED (payable to Santa Fe Desert Chorale)

CREDIT CARD/ACH: An electronic invoice will be sent to the contact email provided.

There are no refunds or exchanges. Please note: the Santa Fe Desert Chorale reserves the right to refuse any advertisement.