



Out of the Box the of OYBC

ARS LYRICA
HOUSTON

Out of the Box: Celebrating Ambition & Innovation
2018/2019 *Media Kit*



“A thrilling performance that glows in its quieter moments, and sparkles with vitality.” -Early Music America



ABOUT ARS LYRICA HOUSTON

Founded in 1998 by harpsichordist and conductor Matthew Dirst and incorporated in 2003 as a 501 (c) (3) organization, Ars Lyrica relies on a core group of Houston’s finest period-instrument musicians which it augments regularly with internationally renowned guest artists. Ars Lyrica has created a distinctive identity among ensembles that specialize in Baroque music through its innovative programming: Artistic Director Dirst draws on a rich repertory of chamber and dramatic music, often highlighting exceptional works that merit revival.

Its local subscription series is popular with audiences and critics alike, and its recordings have garnered international critical acclaim, including a Grammy nomination for Best Opera 2011.

EPIC PERFORMANCES

Performance specific, these seven performances will showcase the talent and artistry of the performers, the background, and insight behind the programs with a Director’s Letter, and highlights the partner organizations and advertisers in the latter part of the program.

Each Performance Program issue is handed directly to each ticket holder and sent in digital form in ALH’s entire constituency. For all performances during the season, each program is digitally uploaded and available online a day before and remains on our website until the end of the season.



ALH BY THE NUMBERS

ARSLYRICAHOUSTON.ORG



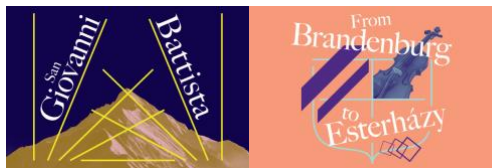
The ALH webpage averages monthly: more than **1.5K+** unique visitors, with **2.5K+** page views, and a growing audience size of **9.7K+**. An overall of 25-30% increase from previous seasons and growing!

BAROQUE-NEWS

Our monthly e-newsletter reaches **12K+** loyal subscribers with a **15%+** average open rate.

SOCIAL MEDIA

2,295+ Facebook Followers
1,122+ Twitter Followers



Zilkha Hall at the Hobby Center for the Performing Arts sits up to 500 guests at each performance.

The Annual New Year’s Eve Dinner & Gala are a highlight of the season and have consecutively sold out.

2018/19 SEASON AD RATES

½ Page
B&W:
5"x 3.875"

Full
B&W:
5"x 8"

Full
Color:
5"x

Re-Gifting with Royalty FRI, SEPT 21 DEADLINE: FRI, AUG 31	\$250	\$500	\$700
Agrippina FRI, NOV 16 DEADLINE WED, OCT 24	\$250	\$500	\$700
Agrippina SUN, NOV 18 DEADLINE: WED, OCT 24	\$250	\$500	\$700
Baroque Razzle-Dazzle MON, DEC 31 DEADLINE: THUR, DEC 6	\$350*	\$700*	\$1,000*
Scherzi Musicali FRI, FEB 15 DEADLINE: THUR, JAN 24	\$250	\$500	\$700
San Giovanni Battista SAT, MARCH 30 DEADLINE: MON, MAR 11	\$250	\$500	\$700
<i>From Brandenburg to Esterházy</i> SUN, MAY 19 DEADLINE: MON, APR 29	\$250	\$500	\$700

Frequency Discounts are available to advertisers with 4 or more ad buys.

*New Year's Eve Special Event

2018/19 SEASON AD SPECS

ARS LYRICA
HOUSTON

Preferred File Formats

Macintosh platform software formats: print quality PDF files with crop marks.

Acceptable file formats

Some files may incur conversion charges. EPS are acceptable for logos and illustrations; TIFF and high-resolution JPG files for photography. Acceptable media print-ready files can be emailed to slangman@arslyricahouston.org or supplied on CD-ROM.

Unacceptable file formats

Microsoft Word, Microsoft Excel, Power Point, Core Draw, low-resolution JPG, InDesign, Pages, QuarkExpress.

File instructions

Build pages to trim size and extend bleed beyond page edge .125" (1/8 inch) on each side. Files should be accompanied by a high-resolution proof at 100% size. Do not use the WYSIWYG editor when styling fonts; use their native style attributes. Include all fonts. Do not nest EPS files in other EPS files. All images/scans must be at 100% size, and they must be CMYK or Pantone converted to CMYK mode.

Proofs

Reproduction fidelity can only be assured when digital color proofs are supplied.

E-Mail

AD materials may be emailed to info@arslyricahouston.org. Call the ALH offices with questions at 713.622.7443.

MEDIA SPONSOR PACKAGES START AT \$3,500

Benefits can include:

- * **House Concert Invitations**
- * **Exclusive Access to Dress Rehearsals**
- * **VIP Subscriptions, which include 12 Performance Tickets along with ALL Subscriber Benefits:**

- *Advance priority seating
- *Exclusive Invitations to post-concert receptions with artists
- *Free Ticket Exchanges
- *10% off individual tickets to all subscription concerts

Sponsors have direct links to their company's website in our online listing. Additionally, In-Kind Donors listings are on the *Sponsors Page* www.arslyricahouston.org/sponsors

ADDITIONAL SPONSOR BENEFITS (CUMULATIVE)

- \$1,000+** Invitations to donor parties and house concerts
- \$2,500+** Named recognition as an artist underwriter for one concert
- \$5,000+** Named recognition as a concert co-sponsor
- \$10,000+** Named recognition as a concert co-sponsor + Valet parking at Ars Lyrica performances

CURRENT SPONSORS

Media Sponsors

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Season Sponsors

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THE HILLCREST FOUNDATION
THE MOORES SCHOOL OF MUSIC, UNIVERSITY OF HOUSTON
UNITED AIRLINES

Ars Lyrica Houston is an ensemble dedicated to providing audiences with historically-informed performances, of the highest caliber, of music from the 17th and 18th centuries.



For additional questions, contact: Kinga Ferguson, Executive Director at 713.622.7443 or email info@arslyricahouston.org