

Double your exposure.

Two great festivals. Two opportunities to promote your brand.



May 28–June 7, 2026



January 21–January 24, 2027

Make our loyal audience your customers.

Advertising in the Charlotte Bach Festival Program Book is a cost-effective way to reach an audience of culturally-minded, highly engaged members of your community.

Each Program Book is an 8.5 x 11-inch, full-color, magazine-style publication that is distributed at venues throughout the festival. Our audience comes primarily from the greater Charlotte market and includes adults of all ages. The majority of attendees are between the ages of 50 and 75 and live in Myers Park, Eastover, Dilworth, the Providence Road corridors, as well as South Charlotte and surrounding towns such as Davidson and Matthews. Our patrons are passionate about helping to build the Queen City into a regional destination for the arts and a cultural leader with a national reputation.

Your advertisement demonstrates a commitment to making Charlotte a destination for world-class musical performance, and as a Bach Charlotte advertiser, you will reach a highly desirable audience and be partnered with a respected organization committed to engagement and growth.



Advertising Opportunities Rates

Place ads in both Program Books and save 15%



Charlotte Bach Festival Program Book

Full Page - \$1,000

Half Page - \$575

Quarter Page - \$300



Charlotte Bach WinterFest Program Book

Full Page - \$1,000

Half Page - \$575

Quarter Page - \$300



Charlotte Bach WinterFest + Charlotte Bach Festival Program Book

Full Page - \$850 each (total \$1,700)

Half Page - \$488 each (total \$976)

Quarter Page - \$255 each (total \$510)

Full Page Advertisements include recognition of support on Facebook and Instagram social media accounts.

For more information on advertising, or to place an ad, contact us at bookkeeper@bachcharlotte.com



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Bach Charlotte is an IRS-recognized 501(c)(3) nonprofit organization.



May 28–June 7, 2026



January 21–January 24, 2027

Advertising Space Reservation Form

Please reserve space for my organization in the program book(s) as indicated below.

Charlotte Bach Festival Program Book

- Full-page: \$1,000
- Half-page: \$575
- Quarter-page: \$300

Charlotte Bach WinterFest Program Book

- Full-page: \$1,000
- Half-page: \$575
- Quarter-page: \$300

Charlotte Bach Festival Charlotte Bach WinterFest Program Book

- 2 Full-pages: \$1,700 (\$850 each)
- 2 Half-pages: \$976 (\$488 each)
- 2 Quarter-pages: \$510 (\$255 each)

Contact Information for Ad Submission

Name _____

Phone _____

Email _____

Contact Information for Payment/Billing

Name _____

Company _____

Email _____

Phone _____

Content must be submitted by the deadline noted on the Advertising Specifications page.

Payment must be received by the specified deadline(s) to ensure inclusion in the program.

I have read and agree to the terms and conditions outlined above.

Signature _____ Date _____

Please send the completed form (or photo) to bookkeeper@bachcharlotte.com
or Bach Charlotte | PO Box 12325 | Charlotte, NC 28220.

This form may also be filled out online at bachcharlotte.com/adform



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Advertising Specifications

Deadlines



Charlotte Bach Festival Program Guide

Space Reservation: April 24, 2026

Artwork + Payment: May 1, 2026



Charlotte WinterFest Program Guide

Space Reservation: December 14, 2026

Artwork+Payment: December 21, 2026



Charlotte WinterFest Program Guide + Bach Festival Program Guide

Space Reservation: April 24, 2026

Artwork + Payment:

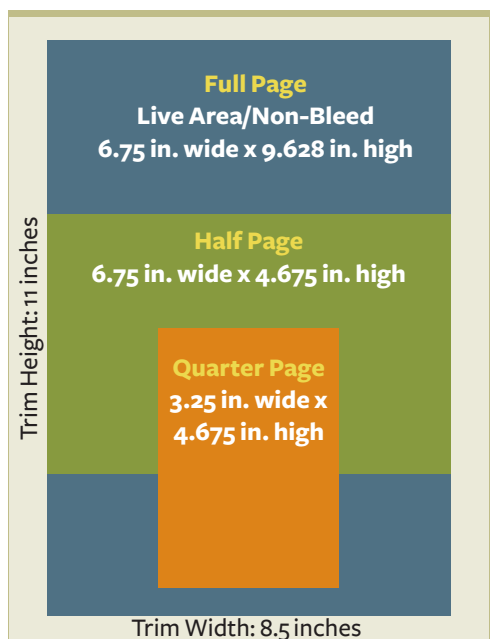
Charlotte Bach Festival: May 1, 2026

Charlotte WinterFest: December 21, 2026

Ad Specs

Full Page Ad with Bleed:	8.625 in. wide x 11.25 in. high (live area: 6.75 in. wide x 9.628 in. high)
Full page Ad - No Bleed:	6.75 in. wide x 9.628 in. high
Half Page Ad (No Bleed):	6.75 in. wide x 4.675 in. high
Quarter Page (No Bleed):	3.25 in. wide x 4.675 in. high

Files must be 300 pixels per inch at 100% scale, submitted as a JPG, TIF, or PDF. If submitting a PDF, make sure all linked files are included (or embed them), and that all fonts are embedded or converted to outlines. Files may be supplied as CMYK. If supplied as RGB, they will be converted to CMYK. Ask us if you need design services. We can produce your ad for you.



Full Bleed: 8.625 in. wide by 11.25 in. high



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