



# Play your part...

while reaching over 24,000 patrons of music, theater, dance and visual arts in the greater Metrowest area

## PROGRAM BOOK ADVERTISING RATES

### Our Mission

The arts are a rich form of communication – allowing people to meet, understand and accept one another. TCAN is a nonprofit venue dedicated to the arts and their benefit to the entire community.



### The Firehouse

Natick's historic Central Fire House, originally built in 1875 following Natick's Great Fire in 1874, stands as a symbol of community strength and vitality – now restored by TCAN as Metrowest's premier arts center.

Facilities include performance stage with comfortable seating for 280 patrons, Yamaha C7 grand piano, a 24-track pro audio sound system, over 60 theatrical lights and dimmer system, refreshments area and café, extensive art gallery space, and offices for staff and volunteers.

### Ad Specifications

1. Acceptable Formats
  - a. PDF of entire ad, OR
  - b. Camera ready art (by preference)
 File formats: .tif, .eps, .jpg

PLEASE NOTE: MS Word .doc files, .gif web files and low-resolution .jpg files will not result in the highest quality copy for your ad.

2. We'll create your ad for an additional \$50 – you supply the text on disc or paper. The ads we create are composed of text and borders unless suitable logo or image files are supplied.
3. No full-page bleeds, except with permission on front or back inside covers.
4. Submission:
  - by email: send to [lsteale@natickarts.org](mailto:lsteale@natickarts.org)
  - by mail: CD only
5. Production Schedule – All ad artwork and payment due in full:

#### Season

January-April  
 May-August  
 September-December

#### Deadline

November 1  
 March 1  
 July 1

### Display Ad Rates and Sizes

Inside cover	4 7/8 x 8	\$1800 color \$1600 BW
Full page	4 7/8 x 8	\$1300 color \$1100 BW
Half page	4 7/8 x 3 3/4	\$ 700 color \$ 600 BW
Third page	4 7/8 x 2 1/2	\$ 500 color \$ 400 BW
Sixth page	4 7/8 x 1 1/4	\$ 200 BW
Dining guide	2 3/8 x 1 5/8	\$ 300 BW
Dining guide	3-line listing	\$ 100 text

**All prices single-issue only - 15% discount applied for annual three-issue subscription**

Reservation of space is tentative until payment. Checks payable to: **The Center for Arts in Natick** MasterCard, Visa, Amex accepted.

#### For more information contact:

Laura Steele, Marketing and Development  
[lsteale@natickarts.org](mailto:lsteale@natickarts.org)  
 508-647-0097 x205

## The Center for Arts in Natick

**TCAN's arts programs** include music concerts, theater and dance classes, summer arts camps for children, visual arts gallery and exhibit area, and an award-winning community theater group – all staffed by local artisans, many spirited volunteers and a small, dedicated team of employees.

**Serving over 24,000 patrons** from across the Metrowest and greater Boston areas, our audience includes thousands of families and individuals who enjoy high-quality cultural events, and value arts education and participation.

**Our seasonal Program Guide**, mailed three times each year and available throughout the Metrowest area, provides detailed calendar listings, artist profiles and photos, and program descriptions.

**Advertising in the TCAN Program Guide** helps you reach a valuable regional market, and shows your support for the arts in our community.

### PROGRAM BENEFITS

- Minimum of 16,000 exposures for your company with each edition
- Three issues published each year
- Mailed directly to over 12,000 patrons per issue
- TCAN event listing with foldout calendar is a reference source, with repeated use for patrons
- Event sponsorship and program underwriting opportunities also available – contact TCAN for more information at 508-647-0097

**The Center for Arts in Natick**  
14 Summer Street  
Natick, MA 01760  
508-647-0097  
[www.natickarts.org](http://www.natickarts.org)

The Center for Arts

Advertising  
Program

in Natick, Massachusetts



[www.natickarts.org](http://www.natickarts.org)