

**SAINT LOUIS**  
  
**ORCHESTRA**

Dear Friend of the St. Louis Philharmonic Orchestra,

As you may know, the St. Louis Philharmonic Orchestra is an all-volunteer, non-profit organization, one of the oldest of its kind in the United States. In fact, the Orchestra recently celebrated its 150<sup>th</sup> anniversary. As a full-sized symphony orchestra of more than 100 musicians, it provides music to the entire St. Louis community at a professional level of performance. Briefly stated, the St. Louis Philharmonic Orchestra is a valuable asset and a source of pride for our entire community.

This letter describes a new opportunity for you or your business to support the Philharmonic and also to gain direct benefit for yourself. The Philharmonic is now soliciting advertisers for the printed concert programs that are given to all audience members attending each of our six annual concerts (four regular-season concerts, a popular holiday concert, and a summer “pops” concert). Through this printed medium, an advertiser would reach music lovers from many walks of life and from throughout the St. Louis area with advertising that would receive special attention by the target audience as they wait for the concert to begin. Approximately 500 individuals attend each of the four regular-season classical concerts and approximately 1,500 persons attend each of the two popular music concerts.

As an advertiser, you can choose from several options: Black & White CRA only -- 600 dpi

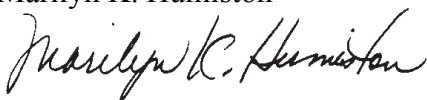
<i><b>Format</b></i>	<i><b>Price for Two POPS Concerts Or Four Season Concerts</b></i>	<i><b>Price for All Six Annual Concerts</b></i>
Quarter Page Business Card Size (4 1/2x1 3/4)	\$250	\$300
Half-Page Size (4 1/2x3 3/4)	\$400	\$500
Full-Page Size (7 1/2x4 1/2)	\$600	\$750

If you decide to advertise with us--and we certainly hope that you do--all that we require is camera-ready art sent to Martin Printing Company, 1617 Tower Grove Avenue, St. Louis, Missouri 63110-2274. As a preferred alternate, you may electronically send a .pdf or .jpeg file directly to Martin Printing [[dm66385@sbcglobal.net](mailto:dm66385@sbcglobal.net)]. Checks should be made payable to the **St. Louis Philharmonic Orchestra** and sent to: P.O. Box 220437, St. Louis, Missouri 63122.

Thank you very much for considering the support of the St. Louis Philharmonic Orchestra and for the support of your own business through effective advertising with us!

On behalf of the Board of Directors and members of the St. Louis Philharmonic Orchestra,

Marilyn K. Humiston



President