



## THE LYRIC BAND OF HANOVER, PA.

**Organized November 15, 1932 and qualified as a non-profit tax exempt organization under section 501(c)3 of the IRS Code.**

**AUDITORIUM AND OFFICE  
REAR 20-22 YORK ST.  
717-632-6313**

**PO BOX 111  
HANOVER, PA 17331**

**January 3, 2020**

Dear Business Owner,

The ***Lyric Band of Hanover*** is excited thinking about this Summer's Concert Series. From Memorial Day through Labor Day we will be presenting our free concerts both at Codorus State Park and at the Hanover Historical Society's Lawn Concert Series at the Warehime-Myers Mansion.

**We really covet your support and feel that your company or business may benefit from the advertising exposure that we offer in our program booklet. You may also consider placing a coupon within your ad.** Approximately 6,000 to 7,000 concert-goers attend our concerts each summer. Free professionally produced programs are distributed at each and every performance to inform our audience and allow them to appreciate our advertisers and patrons. The existence of these ads is announced at each concert, and audience members are encouraged to support the businesses whose ads are in the program book. Special mention is made at each concert concerning our program booklet advertisers. Additionally, our programs are available and on display daily throughout the summer at the Codorus State Park Office, Visitors Center, Campground Office and surrounding businesses. We think you will find our advertising rates affordable, and our audiences are appreciative and supportive of the businesses who advertise in our booklet.

**We hope that you will choose to advertise in our 2020 Concert Series Program booklet.** Prices and instructions for submission appear on the enclosed form. New advertisers should complete the form and/or contact us for assistance and information. Return advertisers may either request assistance or submit their desire to repeat last year's advertisement.

**SUBMISSION DEADLINE: APRIL 25, 2020**

Thank you in advance for your support of this Hanover cultural organization!

Sincerely,

Stephen M. Kaltreider  
Business Manager  
Lyric Band of Hanover, Inc.

## Lyric Band 2020 Concert Series Program Business Advertising and Sponsor Form

Please fill out the information below:

Business: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Website (if applicable): \_\_\_\_\_

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**Note: Ad Booklet is 5½ by 8½ Inches**

	<b><u>Ad Size</u></b>	<b><u>Dimensions</u></b>	<b><u>Cost</u></b>
<input type="checkbox"/>	Business Listing	N/A	\$50
<input type="checkbox"/>	1/4 page	4 3/4" wide x 1 3/4" high	\$125
<input type="checkbox"/>	1/2 page	4 3/4" wide x 3 3/4" high	\$175
<input type="checkbox"/>	Full page	4 3/4" wide x 7 1/2" high	\$250
<input type="checkbox"/>	Inside Front Cover*	Full page	\$300
<input type="checkbox"/>	Inside Back Cover*	Full page	\$300
<input type="checkbox"/>	Outside Back Cover*	Full page	\$350

**\*Available on a "first come, first served" basis determined by the date when the ad is received**

Ad content may be submitted in PDF format to [stephenkaltreider@outlook.com](mailto:stephenkaltreider@outlook.com) or mailed to the address listed below.

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Make checks payable to: **Lyric Band Ad Fund**

Mail to: **Lyric Band of Hanover, Inc.  
PO Box 111  
Hanover, PA 17331**

Publication Deadline: **April 25, 2020**

For assistance or information, contact Stephen Kaltreider at [stephenkaltreider@outlook.com](mailto:stephenkaltreider@outlook.com)