ARTISTIC LEGACY AND INNOVATION

Known as a creative musical laboratory that pushes the boundaries of concert experience the Festival has welcomed such visionaries as Aaron Copland, Igor Stravinsky, Pierre Boulez, Olivier Messiaen, Michael Tilson Thomas, John Adams, Dawn Upshaw, Esa-Pekka Salonen, Steve Reich, Jeremy Denk, Peter Sellars, and countless others. This legacy is built on creative, collaborative partnerships. Artistic Director Thomas W. Morris selects a different artist to serve as the Music Director every year.

From its beginnings in 1947, the Ojai Music Festival has remained unmatched in the international musical landscape. A summer home to generations of leading composers, conductors and musicians, the Festival is a convergence of exceptional artists, stimulating and diverse repertoire, one of the most remarkable audiences for music anywhere, and the idyllic setting of Ojai in a unique four-day immersive experience.

“THE OJAI MUSIC FESTIVAL PLACES MUSIC OF OUR TIME AT THE CENTER OF WHAT IT DOES, BUT UNLIKE A CONTEMPORARY MUSIC FESTIVAL THAT CONCENTRATES ON JUST WHAT'S NEW, OJAI BUILDS A CASE FOR HOW THE MUSIC OF TODAY FITS INTO THE CONTEXT OF THE LONGER, HISTORICAL CONVERSATION – IT EXPLORES WHY MUSIC MATTERS TODAY.”

THOMAS W. MORRIS, ARTISTIC DIRECTOR

“THERE IS NOTHING QUITE LIKE OJAI, WHERE THIS LEVEL OF CREATIVITY IS INSERTED IN THE BEAUTY OF THE OJAI VALLEY, WHERE THE MOUNTAINS AND THE MUSIC ARE IN HARMONY. THE MOST TALENTED ARTISTS COME TOGETHER HERE TO EXPRESS THEIR POTENTIAL AND GIVE US THAT GIFT. I HAVE TRAVELED AND VISITED MANY FESTIVALS ON OTHER CONTINENTS... NONE COMPARE TO THE EXPERIENCE OF THE OJAI MUSIC FESTIVAL.”

DAVID NYGREN, BOARD CHAIR
2019 FESTIVAL AT A GLANCE

The Festival will look both backwards in tribute to composers with a deep historical relationships to Ojai – Igor Stravinsky, Aaron Copland, Arnold Schoenberg and Olivier Messiaen, as well as forward to major voices of our time including Gyorgy Ligeti, Claude Vivier, Gerard Grisey, and George Gershwin.

30 EVENTS OVER 4 DAYS

From early in the morning to late at night, the Festival takes audiences on an immersive journey of exceptional music experiences around the Ojai Valley.

2019 MUSIC DIRECTOR BARBARA HANNIGAN

Considered “one of music’s great risk-takers” (Gramophone), the 73rd Ojai Music Festival, June 6-9, 2019, celebrates the creative artistic force of Barbara Hannigan, as conductor, singer, and mentor.

UNITED STATES PREMIERE OF THE LUDWIG ORCHESTRA

The celebrated new music collective from Amsterdam, with whom Barbara Hannigan works closely and collaborated with on the recent Grammy and Juno award-winning album Crazy Girl Crazy, makes its US debut with the 2019 Festival.

COMPLETE PERFORMANCE OF STRAVINKSY’S RAKE’S PROGRESS

Barbara Hannigan will conduct this staged performance featuring members of her Equilibrium, Barbara’s initiative for mentoring younger artists, as the cast. The production is a co-production with the Gothenberg Symphony in Sweden, the Kara Festival in Brussels, the Munich Philharmonic in Germany, and the Aldeburgh Festival.

SINGING AND CONDUCTING OF SELECTIONS FROM GERSHWIN’S GIRL CRAZY

Barbara Hannigan will end the Festival by singing and conducting the Ludwig Orchestra in a new arrangement created by multi-award-winning composer Bill Elliott of Gerswin’s masterpiece.

PARTNERSHIP WITH GREAT BRITAIN’S ALDEBURGH FESTIVAL

Following the Festival in Ojai, select productions will be performed at the Aldeburgh Festival based at the acclaimed Maltings Concert Hall in England. This partnership allows both organizations the ability to present more complex and creative artistic projects than could be conceived by each partner separately.
OJAI ACCOLADES

“FOR IF THE MUSIC WAFTING ON THIS VALLEY’S BREEZES TELLS US ANYTHING, IT’S THAT HISTORY LIVES AT OJAI”

THE WALL STREET JOURNAL

“...THE OJAI MUSIC FESTIVAL HAS BEEN RAISING A FINELY CALIBRATED RUCKUS EACH SPRING SINCE 1947”

THE NEW YORKER

“ENCHANTED OJAI–STILL SEDUCES”

Los Angeles Times

“INTERNATIONALLY INFLUENTIAL”

The New York Times

“A TRULY FESTIVE SPIRIT”

The Sunday Telegraph

2015 MUSIC FESTIVALS WORTH TRAVELING FOR:
“THIS LONG-RUNNING CLASSICAL SHOWCASE, FOUNDED IN 1947, IS SLIGHTLY UNUSUAL IN THE WORLD OF MUSIC FESTIVALS.”

CONDE NAST TRAVELER

“...GET OVER TO OJAI, PHYSICALLY IF YOU CAN, VIRTUALLY AS YOU SHOULD, AND PERCUSSIVELY AS YOU MUST!”

THE GUARDIAN

“ONE OF THE MOST IMPORTANT EVENTS”

GRAMOPHONE

“THE HUB OF THE MUSICAL WORLD”

Frankfurter Allgemeine
An important resource of the Festival and the concert experience is the Festival’s cherished commemorative program book. The books are distributed for free to all Festival patrons and community members throughout Festival week. It is used as a constant reference during and even after the Festival. In fact, the well-assembled perfect bound book is kept as a special memento by our patrons adding long shelf life.

VALUED RESOURCE: The program book includes very thorough editorial content about each concert and includes articles, FAQ, Ojai map, and artist bios which are eagerly read by patrons. In addition, the book includes the Festival’s distinguished donor list acknowledging support of our loyal donors.

DISTRIBUTION: The total ticket attendance exceeds 5500, and the program book is distributed at all events during the four-day Festival. Additional copies are also brought to local businesses and the hotels the week of the Festival.

SNAPSHOT OF FESTIVAL PATRONS

- Upwardly mobile consumers with important purchasing power
- Established executives and professionals
- Visits Ojai during the year outside of the Festival weekend with an average three times a year
- Loyal following to the Festival
- Supports the Festival and its BRAVO education program in the Ojai Valley public schools

You are invited to reach our highly desirable customer and be a part of the excitement by becoming a program book advertiser.

Half-page and full page advertisers receive 2 complimentary tickets to a concert.

We look forward to helping you succeed in reaching our Festival patrons and reaping the benefits as an advertiser.

Email: ogutierrez@ojaifestival.org
805 646 2181
A PRIZED & DEDICATED AUDIENCE

The Ojai Music Festival welcomes more than 10,000 audience members through mainstage concerts and free community events held in the Ojai Valley. Against all trends, the organization continues to see an increase in its subscriber and donor base each year.

Our audience members and donors are affluent, engaged, and highly educated. They have discerning taste and significant disposable income.

DEMOGRAPHICS

- 96% Are homeowners
- 53% Are female
- 47% Are male
- 90% Hold college degrees
- 57% Hold post-graduate degrees
- 50% Travel outside of the U.S. at least once a year
- 93,492 Festival’s digital audience
- 68% Festival’s ticket buyers attend multiple events

AGE

- 47% 45-64 years
- 18% 18-44 years
- 45% 65+ years

GEOGRAPHIC BASE

- 37% Ojai, Santa Barbara, & Ventura County
- 52% Los Angeles & Orange County
- 11% Out of state
# 2019 Program Book Ad Rates & Specs

## Ad Rates

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<thead>
<tr>
<th>Ad Size</th>
<th>Ojai Chamber of Commerce Members</th>
<th>Local (in Ojai)</th>
<th>Standard</th>
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## Deadlines

- Reserve Ad Space By: March 29, 2019
- Ad Materials Due By: April 15, 2019

## Ad Sizes

### Full Page
- Full Color Bleed
- Black & White or Full Color
- Back Cover
- Front Inside Cover
- Back Inside Cover

### 1/2 Page
- Horizontal Black & White
- Vertical Black & White

### 1/4 Page
- Black & White

### 1/6 Page
- Horizontal Black & White
- Vertical Black & White

## Specifications

### Ad Dimensions

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<td>Full Page Black &amp; White or Color</td>
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<tr>
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<tr>
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### Ad Dimensions with Bleed

- Full Page Full Color Bleed: 10" w x 9.25" t
- 1/2 Page: not available
- 1/4 Page: not available
- 1/6 Page: not available

### Trim (Book Dimensions)

- Full Page Full Color Bleed: 9.5" w x 8.75" t
- 1/2 Page: not available
- 1/4 Page: not available
- 1/6 Page: not available

*Note about bleed:*
Please include .25 bleed on all sides with crop marks. Convert all colors to CMYK. Keep important ad content such as text and logos at least .5" from the trim above.

## Digital Ad Materials

Digital files are preferred. Acceptable file formats:
- PDF (PDFX1a)
- TIFF
- EPS

If your ad materials are unacceptable, we will contact you to provide assistance.

## Delivery of Ad Materials

Mail your materials to:
- Ojai Festivals
  - Attn: Program Book
  - PO Box 185, Ojai, CA 93024

For questions, please call Gina Gutierrez at 805 646 2094 ext. 104 or email ggutierrez@ojafestival.org.
2019 PROGRAM BOOK AD INSERTION ORDER

Space Deadline: March 29, 2019 | Payment Deadline: May 1, 2019

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<tr>
<th>Advertiser/Business</th>
<th>Contact</th>
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Advertiser/Business Address

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<tr>
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<th>State</th>
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Phone | Fax | Email |

Website for Advertiser/Business

AD SIZES (CIRCLE ONE)

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☐ YES, I WOULD LIKE TO OFFER A DISCOUNT TO FESTIVAL PATRONS:

Description of Discount

PAYMENT

☐ Send invoice for payment

$ TOTAL AMOUNT DUE

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<tr>
<th>Credit Card Number</th>
<th>Expiration Date</th>
<th>Security Code</th>
</tr>
</thead>
</table>

Name On Credit Card | Cardholder Signature |

Signature of Business Person or Authorized Person | Date |

Ojai Music Festival | PO Box 185, Ojai, CA 93024 | Phone 805 646 2094 | info@ojafestival.org | www.Ojafestival.org