



# SRUTI

The India Music and Dance Society  
Philadelphia PA

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## SRUTI Information for Advertisers - 2012

### About SRUTI

- SRUTI, The India Music and Dance Society is a non-profit 501(C)(3) organization based in the Philadelphia region and founded in 1986. Sruti's principal mission is to promote and present Indian classical music and dance. In addition SRUTI seeks to educate the Philadelphia community at large about Indian arts.
- Sruti is a volunteer-run organization. Its leadership comprises of an elected Board of Directors and several committees. Sruti publishes an annual magazine Sruti Ranjani and a periodical, Sruti Notes.
- Every year, around 10 or more world class music and dance recitals are presented during the Spring and Fall seasons by Sruti in the Greater Philadelphia area including the City, Suburbs and the State of Delaware.
- SRUTI has a comprehensive website [www.Sruti.org](http://www.Sruti.org) and also has a strong presence on Facebook <http://www.facebook.com/pages/SRUTI-The-India-Music-and-Dance-Society/169574386140?ref=search>. Presence in other social media such as Twitter and Google+ is planned for 2012
- World renowned Artists who have performed for Sruti in the past include, Ustad Amjad Ali Khan, Pandit Ravi Shankar, Lalgudi Jayaraman, Pandit Bhimsen Joshi, M Balamurali Krishna, Hariprasad Chaurasia, K.J.Jesudas, Sudha Raghunathan, Veena Sahasrabuddhe, L. Subramanian, Mandolin Srinivas and Chitravina Ravikiran. In addition we have presented several Dance Companies and individuals – Kalakshetra Dance Group, Nrityagram, Dhananjayans, Kathakali institutes - Kalamandalam, Sadanam and Margi, Alarmel Valli and Priyadarshini Govind
- SRUTI has received generous grants from private foundations and public organizations including the Pennsylvania Council on the Arts, Dance Advance and Philadelphia Music Project (funded by the Pew Charitable Trusts) and the Sam Fels Foundation.



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## Benefits of Advertising with Sruti

- We email every program flier to about 1,000 families in the greater Philadelphia region. We do more than 20 e-mail blasts every year. During 2011, 38 E-Mail campaigns with 50,000 E-Mails were undertaken achieving an average of 30% Open rate.
- 3 Newsletters and an Annual Souvenir are distributed to over 500 families using US Postal Service
- We continue to get significant traffic to our website as our audience not only access the site to get information about the concerts, but also purchase the tickets directly from the website
- Your business can benefit from increased targeted exposure to 1,000+ families that we reach with our email blasts and personal contacts.
- Sruti Website, E-Mail and US Postal mail Campaigns provide an excellent opportunity to large, medium and small businesses to target the affluent Indian community



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## Advertisement Rates

Media	Description	Size	Frequency	Annual Price
<a href="http://www.sruti.org">Website (http://www.sruti.org)</a>	Reaches 800-1000 people	Button Size (170x95 pixels)	Season*	\$50
			Annual	\$100
		Banner size (420 x 95 pixels)	Season	\$125
			Annual	\$250
Email Blasts	20+ blasts per year Reaches 1000+ families	Button Size (170x95 pixels)	Season	\$50
			Annual	\$100
		Banner size (420 x 95 pixels)	Season	\$125
			Annual	\$250
Sruti Notes (Newsletters)	3 publications per year (Page size: 8.5" x 11") Reaches 750+ people	¼ page	Per Issue	\$25
		½ page	Per Issue	\$50
		Whole page	Per Issue	\$75
Sruti Ranjani (Annual Magazine)	1 publication per year (Page size: 8.5" x 11") Reaches 750+ people	¼ page	Per Issue	\$50
		½ page	Per Issue	\$100
		Whole page	Per Issue	\$200
		Whole page color	Per Issue	\$500
		Inside Front/Back Cover	Per Issue	\$750
		Outside Back Cover	Per Issue	\$1,000
Program Notes	1 per concert 10+ concerts during the year (Page Size: 4.25"x5.5")	Business card (2"x3.5")	Program	\$15
		¼ page	Program	\$25
		½ page	Program	\$50
		Whole page	Program	\$75

\* Note: A season is either Spring Concert Season (Mar-June) or Fall Concert Season (Aug-Dec)



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## Conversion Table

Output Type	Ad Physical Output Size (Width X Height)	Ad Image Size
Flat Panel	2.36" X 1.32"	170X95 Pixels
Flat Panel	5.83" X 1.32"	420X95 Pixels
Sruti Newsletter/Annual Magazine (8.5" X 11")	4" X 5.25"	Quarter Page
Sruti Newsletter/Annual Magazine (8.5" X 11")	8.25" X 5.25"	Half Page
Sruti Newsletter/Annual Magazine (8.5" X 11")	8.25" X 10.75"	Full Page
Program Notes (5.5" X 8.5")	2.60" X 4"	Quarter Page
Program Notes (5.5" X 8.5")	5.25" X 4"	Half Page
Program Notes (5.5" X 8.5")	5.25" X 8.25"	Full Page

## Best Value Advertisement Packages

Media	Frequency	Bronze		Silver		Gold	
		Ad Size	Annual Price	Ad Size	Annual Price	Ad Size	Annual Price
Sruti Web site <a href="http://www.sruti.org">www.sruti.org</a>	One Year	Button (170X95pixels)	\$100	Button (170X95 pixels)	\$100	Banner (420x95pixels)	\$250
E-Mail Blasts	One Year	Button (170X95pixels)	\$100	Button (170X95pixels)	\$100	Banner (420x95pixels)	\$250
Sruti Notes (Newsletter-Printed and electronic)	3 Newsletters per year	Quarter Page	\$60	Half Page	\$120	Full Page	\$180
Sruti Annual Magazine	1 Publication	Quarter Page	\$50	Half Page	\$100	Full Page	\$200
Program Notes	10+ programs	Quarter Page	\$150	Half Page	\$300	Full Page	\$450
<b>Total Package Price for the year</b>		<b>\$400</b>		<b>\$700</b>		<b>\$1,200</b>	



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## Other Value Advertisement Packages

Media	Description	Size	Frequency	Annual Price
Electronic Package	Website + Email blasts	Button Size (170x95 pixels)	Season	\$80
			Annual	\$160
		Banner size (420 x 95 pixels)	Season	\$200
			Annual	\$400
Newsletter Package	Sruti Notes (Newsletter-Printed and electronic)	¼ page	3 Issues	\$150
		½ page		\$300
		Whole page		\$500
Program Notes – Seasonal Package	One season (Spring / Fall) 5 concerts per season + 1 community event	¼ page	Season	\$75
		½ page		\$150
		Whole page		\$250
Program Notes – Annual Package	Full year (10 + concerts including 2 community events)	¼ page	Annual	\$150
		½ page		\$300
		Whole page		\$450

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## Calendar of 2012 Events

### Spring 2012\*

Event	Details
<p><b>March 2012</b></p> <p><b>Sri Thyagaraja Aradhana</b> Srutu Members</p> <p>March 17, 2012</p> <p>8 AM Start (Whole Day)</p> 	<p><b>Thyagaraja Aradhana</b> Carnatic Indian Classical Music - <b>Individual and Group renditions</b></p> <p>Srutu begins the year with the traditional paying of homage to saint-composer Thyagaraja. This day-long event includes the group renditions of Utsava Sampradaya compositions and the Pancharatna compositions. The main concert of the day is by Ashvin Bhogendra (vocal)</p> <p><b>Venue:</b> Hindu Temple of Delaware 760 Yorklyn Road, Hockessin, DE 19707</p> <p><b>Admission:</b> \$10 per individual &amp; \$20 per family</p>
<p><b>April 2012</b></p> <p><b>Carnatic Indian Classical</b> <b>Violin Concert</b></p> <p><b>R.K. Shriramkumar</b></p> <p>April 14, 2012</p> <p>4 PM - LecDem; 6 PM - Concert</p> 	<p><b>Violin concert by R.K.Shriramkumar</b> accompanied by Arunprakash on the Mridangam and Purushothaman on the Kanjira. The concert will be preceded by a music appreciation/LecDem (Lecture / Demonstration) session by R.K.Shriramkumar.</p> <p><b>Venue:</b> West Wike Theater, Agnes Irwin School Ithan Avenue &amp; Conestoga Road, Rosemont, PA 19010 (<a href="http://www.agnesirwin.org/">http://www.agnesirwin.org/</a>)</p> <p><b>Admission:</b></p> <ul style="list-style-type: none"> <li>• \$25 (General Admission Non-members)</li> <li>• \$20 (Members), \$15 (Students/Seniors)</li> <li>• \$5 (Children 4-18 years Old)</li> <li>• Free (Children under 4)</li> </ul>



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<p><b>April 2012 (Contd.)</b></p>	
<p><b>Bharatanatyam style Indian Classical Dance</b></p> <p><b>Priyadarshini Govind</b></p> <p>April 28, 2012 - 6:30 PM Start</p> 	<p><b>"Pranaamayam" Dance performance By Priyadarshini Govind</b> accompanied by live orchestra. The repertoire for this performance includes a specially choreographed piece to the timeless composition of Shyama Shastri – "Amba Kamakshi"</p> <p><b>Venue:</b> Goodhart Hall, Bryn Mawr College, Bryn Mawr, PA <a href="http://www.brynmawr.edu/campus/map.shtml">http://www.brynmawr.edu/campus/map.shtml</a></p> <p><b>Admission:</b> <b>Reserved Seating Tickets:</b> \$20, \$25, \$30 for non-members, \$15,\$20,\$25 for members, \$10,\$15,\$20 for seniors and students</p>
<p><b>May 2012</b></p>	
<p><b>Carnatic Indian Classical Vocal Concert</b></p> <p><b>Ranjani &amp; Gayathri</b></p> <p>May 12, 2012 – 4:30 PM Start</p> 	<p><b>Carnatic Vocal Jugalbandi concert by Ranjani and Gayathri.</b></p> <p><b>Venue:</b> West Wike Theater, Agnes Irwin School Ithan Avenue &amp; Conestoga Road, Rosemont, PA 19010 (<a href="http://www.agnesirwin.org/">http://www.agnesirwin.org/</a>)</p> <p><b>Admission:</b></p> <ul style="list-style-type: none"> <li>• \$25 (General Admission Non-members)</li> <li>• \$20 (Members), \$15 (Students/Seniors)</li> <li>• \$5 (Children 4-18 years Old)</li> <li>• Free (Children under 4)</li> </ul>
<p><b>June 2012</b></p>	
<p><b>Carnatic Classical Instrumental Concert</b></p> <p><b>Jayanthi (Veena) &amp; Kumaresh (Violin)</b></p> <p>June 02, 2012 - 4:30 PM Start</p> 	<p><b>Strings Attached – Veena and Violin Jugalbandi concert by Jayanthi and Kumaresh.</b></p> <p>The concert (6 PM) will be preceded by a tribute to the legendary Palghat Mani Iyer presented by Anantha R.Krishnan. (4:30 PM Start)</p> <p><b>Venue:</b> Mitchell Auditorium, Bossone Center, Drexel University</p> <p><b>Admission:</b></p> <ul style="list-style-type: none"> <li>• \$25 (General Admission Non-members)</li> <li>• \$20 (Members), \$15 (Students/Seniors)</li> <li>• \$5 (Children 4-18 years Old)</li> <li>• Free (Children under 4)</li> </ul>



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<b>Fall 2012*</b> (Pending grants, additional events are being planned)	
<b>August 2012</b>	
<p><b>Tribute to T. Brinda</b>  <b>Kiranavali Vidyasankar:</b>  <b>Lec/Dem</b>  <b>B.Balasubrahmaniyan:</b>  <b>Vocal Concert</b></p> <p>August 25, 2012 – 10 AM Start</p> 	<p><b>Tribute to Doyenne T.Brinda</b> includes a group presentation by students, music appreciation session on Remembering Brinda by Kiranavali Vidyasankar (10 AM to 12 Noon) and a concert by B.Balasubrahmaniyan (1 PM to 3 PM). Lunch available 12 Noon to 1 PM.</p> <p><b>Venue:</b>  Science Center Auditorium,  Montgomery County Community College,  340 DeKalb Pike, Blue Bell, PA 19422</p> <p><b>Admission:</b>  \$10 per individual &amp; \$20 per family</p>
<b>September 2012</b>	
<p><b>Spirit</b></p> <p><b>Flautist Shashank and the Manganiars</b></p> <p>Sep 29, 2012 – 7 PM Start</p> 	<p><b>“Spirit” featuring Flautist Shashank and the Manganiars</b></p> <p>Spirit is a bold exploratory journey, a rediscovery of the classico-folk sound of India - the very root of all Indian music.</p> <p>With flute wizard Shashank holding centre stage, the Manganiars render quaint folk compositions based on classical ragas while the sitar and Indian percussion play accompaniment.</p> <p><b>Venue:</b> Painted Bride Theater <a href="http://www.paintedbride.org/">http://www.paintedbride.org/</a></p> <p>Pending grants this concert will be preceded by multiple appreciation sessions on integration of Carnatic music with folk music.</p> <p><b>Admission:</b></p> <ul style="list-style-type: none"> <li>• \$25 (General Admission Non-members)</li> <li>• \$20 (Members), \$15 (Students/Seniors)</li> <li>• \$5 (Children 4-18 years Old)</li> <li>• Free (Children under 4)</li> </ul>
<b>October 2012</b>	
Events TBD	Pending grants, multiple exciting sessions featuring the artistes as well as events with cultural experts on the topic of folk performing arts will be organized.



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<b>November 2012</b>	
<p><b>Bharatanatyam style Indian Classical Dance</b></p> <p><b>Rama Vaidyanathan</b></p> <p>Nov 3, 2012 – 8 PM Start</p> 	<p>New Dimensions to a Traditional Repertoire – <b>Bharatanatyam dance performance by Rama Vaidyanathan</b> accompanied by live orchestra. Co-presented with the Annenberg Center for Performing Arts.</p> <p><b>Venue:</b> Zellerbach theatre, Annenberg Center(<a href="http://www.pennpresents.org">http://www.pennpresents.org</a>)</p> <p><b>Admission:</b> \$40 (Center Orchestra) \$30 (Rear Orchestra) \$20 (Side Orchestra and Balcony)</p>
<p><b>Carnatic Vocal Jugalbandi Concert</b></p> <p><b>S. Sowmya and Bharat Sundar</b></p> <p>Nov 10, 2012</p>	<p><b>Grand Carnatic Vocal Jugalbandi concert by S.Sowmya and Bharat Sundar.</b></p> <p>Accompanists are Embar Kannan and B.U. Ganesh Prasad on the violin, Neyveli Narayanan and Trivandrum Balaji on the Mridangam and K.V.Gopalakrishnan on the Kanjira.</p> <p><b>Venue:</b> Science Center Auditorium, Montgomery County Community College, 340 DeKalb Pike, Blue Bell, PA 19422</p> <p><b>Admission:</b></p> <ul style="list-style-type: none"> <li>• \$25 (General Admission Non-members)</li> <li>• \$20 (Members), \$15 (Students/Seniors)</li> <li>• \$5 (Children 4-18 years Old)</li> <li>• Free (Children under 4)</li> </ul>
<b>December 2012</b>	
<p><b>SRUTI Day</b></p> <p>December 1 or 8, 2012 Start Time: 9 AM (Whole Day)</p> 	<p><b>Sruti Community Gala</b></p> <p><b>Venue:</b> Science Center Auditorium, Montgomery County Community College, 340 DeKalb Pike, Blue Bell, PA 19422</p> <p><b>Admission:</b> Free – For Members &amp; By invitation only</p>

\* Programs and artists are subject to change.



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## Links and Contact Information

### Link to Sample E-mail with a sponsored Ad:

<http://hosted-p0.vresp.com/278685/3731d4c263/ARCHIVE/>

### Links to Sruti Publications:

1) Sruti Ranjani – An Annual Publication

[http://sruti.org/library/Sruti%20Ranjani/2010/Sruti\\_Ranjani\\_2010.pdf](http://sruti.org/library/Sruti%20Ranjani/2010/Sruti_Ranjani_2010.pdf)

2) Sruti – Thyagaraja Aradhana Community Publication

<http://sruti.org/library/Thyagaraja/2010/TAS2010.pdf>

3) Sruti Notes – Community Newsletter

<http://sruti.org/library/notes/2010/SNotes-V13-2-2010.pdf>

4) Sruti Program Sheet – Malladi Brothers Concert

[http://sruti.org/concerts/2010/Malladi\\_Brothers/Malladi\\_Program\\_Notes.pdf](http://sruti.org/concerts/2010/Malladi_Brothers/Malladi_Program_Notes.pdf)

[http://sruti.org/concerts/2010/Unnikrishnan/Unnikrishnan\\_Program\\_Notes\\_Rev.pdf](http://sruti.org/concerts/2010/Unnikrishnan/Unnikrishnan_Program_Notes_Rev.pdf)

### Contact:

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