



SRUTI

The India Music and Dance Society
Philadelphia PA

SRUTI Information for Advertisers - 2013

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 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+ was introduced in 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, Shashank, S. Soumya 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 Rama Vaidyanathan 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
Website (http://www.sruti.org)	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 www.sruti.org	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
Total Package Price for the year		\$400		\$700		\$1,200	



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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



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



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Spring 2013*

	Event	Details
April	<p>Sri Thyagaraja Aradhana Sruti Members April 6, 2013, 8 AM (Whole Day)</p>  	<p>Thyagaraja Aradhana Carnatic Indian Classical Music - Individual and Group renditions</p> <p>Sruti 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 an upcoming American born Indian star RamaKrishnan Murthy (vocal).</p> <p>Venue: Hindu Temple of Delaware 760 Yorklyn Road, Hockessin, DE 19707</p> <p>Admission: \$10 per individual & \$20 per family</p>



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April

Odissi style Indian Classical Dance

Nrithyagram

Saturday, April 13, 2013, 8 PM



Photo: Nan Melville

Nrithyagram Dance Ensemble is regarded worldwide as one of the foremost dance companies of India. With exceptional synchronicity, compelling physicality, and emotional honesty, the ensemble has earned national and international acclaim for its ability to redefine both dance and theater, to create and communicate with powerful imagery and captivating movement. Reminiscent of ancient ashrams where gurus imparted not only technique but also a philosophy of being, it is a creative space where dancers, musicians, and choreographers live together, sharing their skills and developing their art. The dancers study yoga, meditation, and the martial arts as well as Sanskrit, mythology, and literature. Knowledge passed from guru to disciple ensures the continuity of the classical arts. This project is a collaboration with Montgomery County Community College.

- “The poet says the sweetest sounds are those which tell of the saddest things. But this sounds divine!” Economic Times
- “Superbly sensuous ... a piece of temple sculpture come alive!” The Hindu
- “An inspired dancer whose very exuberance makes one’s own heart leap!” ExploreDance
- “Dance troupe from India agile, precise and just brilliant!” Pittsburgh Post-Gazette
- “Enigmas: maddening, fascinating!” The Village Voice
- “The most extraordinary Indian classical dance fest in the contemporary world!” Education Times

Venue:

Science Center Auditorium,
Montgomery County Community College,
340 DeKalb Pike, Blue Bell, PA 19422

Admission:

- Reserved Seating Tickets:
- \$20, \$25, \$30 for non-members,
- \$15, \$20, \$25 for members,
- \$10, \$15, \$20 for seniors and students



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April	<p>Carnatic Indian Classical Vocal Concert</p> <p>Kunnakudi Balamuralikrishna</p> <p>April 27, 2013, 4:30 PM</p> 	<p>Vocal concert by upcoming star Kunnakudi Balamuralikrishna accompanied by BU Ganesh Prasad (Violin) and Thanjavur Murugaboopathy (Mridangam).</p> <p>Kunnakkudi Balamuralikrishna is currently under the Sangeet Natak Akademi Scholarship Scheme after receiving the 'Advanced Training Scholarship' from the Dept. of Culture, Govt. of India. Balamurali is an accomplished mridangist as well. His music is totally personal and innovative yet, within the strict parameters of tradition.</p> <p>Venue: West Wike Theater, Agnes Irwin School Ithan Avenue & Conestoga Road, Rosemont, PA 19010 (http://www.agnesirwin.org/)</p> <p>Admission:</p> <ul style="list-style-type: none">• \$25 (General Admission Non-members)• \$20 (Members), \$15 (Students/Seniors)• \$5 (Children 4-18 years Old)• Free (Children under 4)
May	<p>Carnatic Indian Classical Vocal Concert</p> <p>Malladi Brothers (Sri Ram Prasad and Ravi Kumar)</p> <p>May 11, 2013 – 4:30 PM</p> 	<p>A thematic Carnatic Vocal Jugalbandi concert on Annamacharya by Malladi Brothers (Sri Ram Prasad and Ravi Kumar) in Collaboration with Hindu Temple of Delaware and Annamayya Rasa Tarangini. Accompanied by R.K. Shriramkumar (Violin) and Tumkur Ravishankar (Mridangam).</p> <p>Venue: Hindu Temple of Delaware 760 Yorklyn Road, Hockessin, DE 19707</p> <p>Admission:</p> <ul style="list-style-type: none">• \$25 (General Admission Non-members)• \$20 (Members), \$15 (Students/Seniors)• \$5 (Children 4-18 years Old)• Free (Children under 4)



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June	<p>Carnatic Classical Instrumental Concert</p> <p>Mandolin Srinivas</p> <p>June 01, 2012 - 4:30 PM</p> 	<p>A Carnatic Classical Instrumental Concert by Srinivas & Rajesh on Mandolins. Accompanied by Madirimangalam Swaminathan (Mridangam) and Trichi Murali (Ghatam). A Maestro means one who combines unique musicianship and immense virtuosity. Master U. Srinivas has proved that he fulfills this to the hilt. A rather inconspicuous member of the western orchestra, Srinivas has revived and raised the mandolin, an unknown instrument and given it a respectable status in classical music. His music acumen has assumed many dimensions. He glides over the gamut with ease traversing 4 octaves with subtle deflections and suave certainty. Every phrase, every design falls into place in the octaval build up of the raga...</p> <p>Venue: Great Valley High School, Malvern</p> <p>Admission:</p> <ul style="list-style-type: none">• \$25 (General Admission Non-members)• \$20 (Members), \$15 (Students/Seniors)• \$5 (Children 4-18 years Old)• Free (Children under 4)
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Fall 2013* (Pending grants, additional events are being planned)		
August	<p>Composers Day Vocal Concert: TBD August 24, 2013 –TBD</p>	<p>Individual Participation and a Carnatic Concert (TBD): 1 PM to 3 PM Lunch: Available 12 Noon to 1 PM Venue: TBD Admission:</p> <ul style="list-style-type: none"> • \$10 per individual & \$20 per family
September	<p>Sitar Concert Shujaat Khan September 28, 2013 – TBD</p> 	<p>Sitar concert by Shujaat Husain Khan. Accompanied by Samir Chatterjee (tabla). Shujaat Khan is one of the greatest North Indian classical musicians of his generation. He belongs to the Imdad Khan gharana of the sitar and his style of playing sitar, known as the gayaki ang, is imitative of the subtleties of the human voice. Shujaat Khan's musical pedigree extends seven generations. He is the son and disciple of the great sitarist Ustad Vilayat Khan, and his grandfather, Ustad Inayat Khan, his great-grandfather, Ustad Imdad Khan, and his great-great-grandfather, Ustad Sahebdad Khan, were all leading artists of their respective generations.</p> <p>Venue: (Tentative) Zellerbach theatre, Annenberg Center (http://www.pennpresents.org)</p> <p>Admission: (Tentative)</p> <ul style="list-style-type: none"> • \$25 (General Admission Non-members) • \$20 (Members), \$15 (Students/Seniors) • \$5 (Children 4-18 years Old) • Free (Children under 4)
	<p>Class Presentation Shujaat Khan September 30, 2013 – TBD</p>	<p>Shujaat Khan conducts a class presentation for University of Pennsylvania Pending grants this concert will be preceded by a Class Presentation at Penn for students of South Asian Studies.</p> <p>Venue: (TBD)</p>



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October	<p>Kuchipudi Dance Ballet</p> <p>Disciples of the legendary Guru Padmabhusan Dr. Vempati Chinna Satyam - Shoba Natarajan, Sasikala Penumarthi, Kamala Reddy, and Revathi Komanduri</p> <p>October, 2013</p>	<p>Kuchipudi Dance Ballet in a tribute to Guru Padmabhusan Dr. Vempati Chinna Satyam by his Disciples Shoba Natarajan, Sasikala Penumarthi, Kamala Reddy, and Revathi Komanduri.</p> <p>Venue: (Tentative) Science Center Auditorium Montgomery County Community College 340 DeKalb Pike, Blue Bell, PA 19422</p> <p>Admission:</p> <ul style="list-style-type: none"> • \$25 (General Admission Non-members) • \$20 (Members), \$15 (Students/Seniors) • \$5 (Children 4-18 years Old) • Free (Children under 4)
November	<p>Vocal Concert: TBD</p>	<p>Pending grants, exciting concert featuring a vocal artist will be organized.</p>
December	<p>SRUTI Day</p> <p>December 1 or 8, 2013 - 10 AM (Whole Day)</p> 	<p>Sruti Community Gala</p> <p>Venue: (Tentative) Bharatiya Temple, Chalfont</p> <p>Admission:</p> <ul style="list-style-type: none"> • Free – For Members & By invitation only

* 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://www.sruti.org/library/Sruti%20Ranjani/2012/Sruti_Ranjani_2012.pdf

2) Sruti – Thyagaraja Aradhana Community Publication

<http://www.sruti.org/library/Thyagaraja/2012/TAS2012.pdf>

3) Sruti Notes – Community Newsletter

<http://www.sruti.org/library/notes/2012/SNotes-V15-2-2012Final.pdf>

4) Sruti Program Sheet – Malladi Brothers Concert

http://sruti.org/concerts/2010/Malladi_Brothers/Malladi_Program_Notes.pdf

http://sruti.org/concerts/2010/Unnikrishnan/Unnikrishnan_Program_Notes_Rev.pdf

Contact:

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www.Sruti.Org