



# SRUTI

The India Music and Dance Society  
Philadelphia PA

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## Sruti Information for Advertisers - 2023

### 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 from world class artists mainly from India 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 social media
- SRUTI has received generous grants from private foundations and public organizations including the Pennsylvania Council on the Arts, PNC Arts Alive, National Endowment of Arts, Pew Charitable Trusts and other prestigious organizations.

### Benefits of Advertising with Sruti

- We have email addresses for 4,000 families in the greater Philadelphia region. We send more than 40 e-mail blasts every year. During 2022, 42 E-Mail campaigns with 50,000 E-Mails were undertaken achieving an average of 30% Open rate.
- We bring out 2 major publications (Thyagaraja Souvenir in Spring and Sruti Ranjani in Fall) that are distributed in print and online pdf formats and program notes for each of our event that is distributed to the audience. Samples at <https://www.sruti.org/publications/>
- 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 from the website
- Sruti Website, E-Mail Campaigns and publications provide an excellent opportunity to large, medium and small businesses to target the affluent Indian community



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## Advertisement Rates

**Registered 501(c) (3) organizations are eligible for a 40% discount on the rates below. Please see value package rates in the next page**

Media	Description	Size	Frequency	Annual Price
Email Blasts	40+ blasts per year Reaches 4000+ families	Button Size (170x95 pixels)	Season	\$300
			Annual	\$500
		Banner size (420 x 95 pixels)	Season	\$400
			Annual	\$750
Aradhana Souvenir and Sruti Ranjani (Annual Magazines)  Samples can be found at <a href="http://sruti.org/sruti/srutiPublications.asp">http://sruti.org/sruti/srutiPublications.asp</a>	2 printed publications per year (Page size: 8.5" x 11") Publication is also posted online after print distribution to Sruti members	¼ page	Per Issue	\$100
		½ page	Per Issue	\$200
		Whole page	Per Issue	\$350
		Whole page color	Per Issue	\$600
		Inside Front/Back Cover	Per Issue	\$950
		Outside Back Cover	Per Issue	\$1,200
Program Notes	1 per concert 10+ concerts during the year (Page Size: 4.25"x5.5")	Business card (2"x3.5")	Program	\$25
		¼ page	Program	\$40
		½ page	Program	\$75
		Whole page	Program	\$100

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



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## Value Advertising Packages

Package	What is included?	Annual Price
Platinum	<ul style="list-style-type: none"> <li>Banner size ad in the email blasts throughout the year</li> <li>Whole page Color ad in Aradhana Souvenir and Sruti Ranjani</li> <li>¼ page ad in program notes throughout the year</li> </ul>	\$1,500
Gold	<ul style="list-style-type: none"> <li>Banner size ad in the email blasts throughout the year</li> <li>Whole page Color ad in either Aradhana Souvenir or Sruti Ranjani</li> </ul>	\$1000

## Conversion Table

Output Type	Ad Physical Output Size (Width X Height)	Ad Image Size
Sruti Annual Magazines (8.5" X 11")	4" X 5.25"	Quarter Page
Sruti Annual Magazines (8.5" X 11")	8.25" X 5.25"	Half Page
Sruti Annual Magazines (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

## Contact:

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