

Cambridge Open Studios 2010 Advertising Schedule

Updated: April 22, 2010

Date	Media	Ad size	COS sponsor
April 19-May 23 (5 weeks)	MBTA Red Line (interior cards)	50 horizontal signs	
2 ads: May (second ad shared with Cambridge River Fest.)	Panorama Magazine	½ page color	Sponsor
2 ads: March/April and May/June (second ad shared with Cambridge River Festival)	artscope magazine	½ page color	Sponsor
April/May issue	Art New England	¼ page b&w ad in April/May issue	Sponsor
3ads: 4/15 5/6 5/20	Cambridge Chronicle	1/16 page	Sponsor
3 ads: 4/21-4/23 5/5-5/7 5/19-5/21	Boston Globe	Ticket to the Arts	
3 ads: 4/16 4/21-4/23 5/5-5/7 5/19-5/21	Boston Metro	4/16: 1/12 page color ad 4/21-4/23 5/5-5/7 5/19-5/21: Theater & Arts Guide	Sponsor
May 2-16	Weekly Dig	½ page color ad in <i>Emerging Americas</i> brochure 20,000 distributed at May Fair; add'l distribution at ART, ICA, Huntington, restaurants Daily Dig e-blasts	Sponsor
April/May	Somerville Open Studios Brochure	Basic Ad 4"x2"	
4/22 -4/23 5/6-5/7 5/20-5/21	WGBH	16 spots per weekend on 89.7 (4 per day split between): <i>Morning Edition</i> and <i>Jazz in the Evening</i> (4 spots per day on 99.5fm): Thurs.-Fri., 1-2pm: Cathy Fuller <i>In Performance</i> and Thurs.-Fri., 8-11:30pm: Classical Music with Gillian Martin or Bob Christiansen Mention in May Member magazine Rectangle in @89.7 e-newsletter Rectangle in @wgbh e-newsletter Rectangle on wgbh.org	

