



Advertising with [The Houston Choral Society](http://www.HoustonChoral.org) is a *smart move* for your business. Here's why:

- Your advertising dollars are more precious than ever, in this tight economy. You need to have confidence that your investment will gain prime market exposure for your products and services.
- [The Houston Choral Society](http://www.HoustonChoral.org) is an excellent vehicle for promoting your business—in the heart of your customer base. Consider:
 - **HCS geographic base.** Our 30-year audience development efforts have focused generally in northwest Houston, from I-10 west to I-45 north. Concentration is along highways 290 and 249—high-growth corridors, as you know. We believe that *your* customer base is *our* base, too!
 - **HCS audience demographics.** In over two decades of performance, HCS has satisfied *tens of thousands* of Houstonians in their hunger for classical choral music. Our audiences consist of ethnically-diverse, mostly college-educated professionals. And they're raising families of consumers contributing to the economic vitality of our community.
 - **HCS singers—your neighbors.** Our membership consists largely of music professionals. We teach your children music fundamentals at an early age, then guide them through the college scholarship applications maze. We sing alongside parishioners in your church choir—or, in many cases, *lead* those choirs. HCS even promotes *other* charities and community organizations that share our values. For more information regarding our community outreach, visit our web site <http://www.HoustonChoral.org> and view the [Community Outreach](#) page.
 - We are a vital force for the cultural enrichment of Houston. And we're your neighbors.

Make the *smart move* to your target market –

Advertise with The Houston Choral Society!