Caltechlive!

PROGRAM MAGAZINE

Fact Sheet 2019-2020 Season

2019-2020 SEASON
8 months: October 2019 through May 2020

VENUES
Beckman Auditorium seats 1,136
Ramo Auditorium seats 371
Ambassador Auditorium seats 1,250

EVENTS
Approximately 20 events, consisting of lectures, topical panel discussions, humor/satire, films, drama, international modern dance, folk/world music, jazz and classical music (except the Coleman Chamber Music Concerts).

AUDIENCE
• CaltechLive! audiences are well-educated with high, discretionary incomes, and they have leisure time.

• Beckman Auditorium is the neighborhood theater – 50% of the audience lives within a 10 mile radius.

• Beckman Auditorium offers regional impact – 50% of the audience travels more than 10 miles, coming from such areas as the Westside, South Bay and the San Fernando Valley.

LOCATION
Caltech campus: Michigan Avenue south of Del Mar Boulevard
Pasadena, California

Ambassador Auditorium: 1.8 miles to the west of campus.

MAGAZINE FORMAT
5½” x 8½”
(see rate sheet ad specifications), four-color

FREQUENCY
1 printing per season, with specific program information printed and stapled into the wrap-around for each lecture and performance.

CIRCULATION
Distributed without charge to approximately 20,000 patrons

PUBLISHER
Caltech Campus Programs

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