

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

ADVERTISING OFFICE

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Kiran Ahluwalia



Perla Batalla



Beijing/ LDTX
Contemporary
Dance
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Naturally 7

