



Concert Program Advertising

Program Rates Per Concert	1 – 4 Concerts	5 – 7 Concerts
Back Cover (color)*	N/A	\$4,500 (7 concerts only)
Inside Front/Inside Back (color)*	N/A	\$4,500 (7 concerts only)
Full Page (color)	N/A	\$3,500 (7 concerts only)
Full Page (B&W)	\$485	\$425
Half Page (B&W)	\$340	\$300
Quarter Page (B&W)	\$155	\$130
Eighth Page (B&W)	\$90	\$75

*Color ad pages live at the front and back of the program, are printed at the beginning of the year for the full season, and cannot change.

Ad Design: \$150 per ad, please inquire.

Terms:

- 50% payment with contract, 50% billed mid-season. (Other flexible payment plans available.)
- All ad sales are non-refundable.
- No ad changes will be accepted after one month prior to issue date.
- All cover and color ads are printed in advance at the beginning of the season and cannot be changed once submitted.

Mechanical Specifications: All ads must be submitted in an electronic format. No hard copies.

Program formats accepted: Photoshop, eps, tif, bmp, or high resolution pdf.

Dimensions for regular book (live area):	2019-20 Program Book Schedule	
	Issue Release	Completed Ads Due
Full Page 4.625" X 7.625"***	Sept 27 & 28 (MW1)	August 30
1/2 Page 4.625" X 3.75"	Nov 8 & 9 (MW2)	October 11
1/4 Page Vertical 2.25" X 3.75"	Dec 13 (Hol Pops)	November 15
1/4 Page Horizontal 4.625" X 1.8125"	Feb 28 & 29 (MW3)	January 31
1/8 Page 2.25" X 1.8125"	Mar 20 & 21 (MW4)	February 21
	May 1 & 2 (MW5)	April 3
	May 9 (Family)	April 10

***bleed size, add .125 around all edges, so trim size is 5.5" x 8.5", bleed size is 5.75" x 8.75"

THIS IS *Capital Sound.*