

**CELEBRATING  
60 YEARS**



**LIVE  
IT  
UP  
LIVE!**

## Concert Program Advertising

The Annapolis Symphony Orchestra is special. The music we make enhances our region's quality of life, and provides enjoyment for thousands of people. We know that most of the people who come to the symphony attend on a regular basis, all year long. We also know that many of our mature patrons value a fashionable lifestyle. They own their own homes, drive luxury automobiles, enjoy fine dining and shop in upscale stores. Many of them are business owners and professionals. Our patrons would love to know what you have to offer the community.

When you advertise in the Annapolis Symphony program, you have a direct exposure to thousands of people who live and work in our community. You also show that you care and support a thriving arts organization like the ASO. Please consider joining us with an ad in our symphony programs. You'll be glad you did.

### Ad Rates (per program – same price for color or B&W)

Back cover, Inside front cover and inside back cover not available

\*Special Sale Rate for all three Programs at MD Hall & Strathmore – Double the exposure!

Size	1–4 programs	5–7 programs	+Strathmore MW 3/4/5*
Full Page	\$525	\$485	\$1350*
Half Page	\$340	\$300	\$750*
Quarter Page	\$200	\$130	\$300*
Eighth Page	\$100	\$75	\$150*

**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.

**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):

Full Page	4.625" x 7.625"**
1/2 Page	4.625" x 3.75"
1/4 Page Vertical	2.25" x 3.75"
1/4 Page Horizontal	4.625" x 1.8125"
1/8 Page	2.25" x 1.8125"

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

#### PROGRAM BOOK SCHEDULE

##### Issue Release

October 1 & 2, 2021–Masterworks 1  
 November 12 & 13, 2021–Masterworks 2  
 December 17, 2021–Holiday Pops  
 March 4 & 5, 2022–Masterworks 3  
 April 8 & 9, 2022–Masterworks 4  
 May 6 & 7, 2022–Masterworks 5  
 May 14, 2022–Family

##### Final Ads Due

August 27  
 October 15  
 November 19  
 February 4  
 March 11  
 April 8  
 April 8