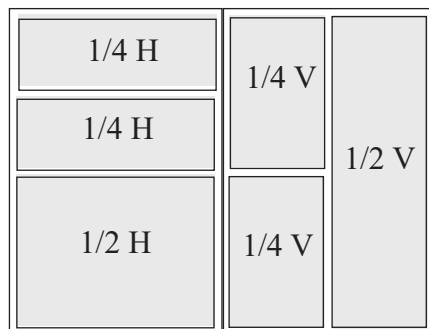


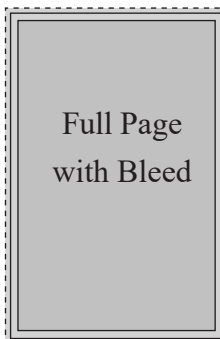
# Ad Sizes

<b>Position</b>	<b>Wide</b>	<b>High</b>
Full Page	5.1618"	8.1"
1/2 Vertical	2.4809"	8.1"
1/2 Horizontal	5.1618"	3.95"
1/4 Vertical	2.4809"	3.95"
1/4 Horizontal	5.1618"	1.875"



## These dimensions are without bleeds\*

\*All ads can bleed if desired. Please add a minimum .325" for all bleeds. Text should still fit within the dimensions above. An ad will extend to the edge of a page .325" past the above measurements with .2" going to the edge of the page and .125" being trimmed off by the printer. Example: A full page ad with a bleed would be 5.8112" Wide x 8.75" Tall.



# Ad Rates

<b>Color Ads</b>	<b>Fall, Winter &amp; Spring - only</b>	<b>Holiday only</b>	<b>Discounted price for full season</b>
Back Cover (Full Page)	\$3,590	\$950	\$4,090
Full Inside Cover	\$3,090	\$870	\$3,560
Full Page	\$2,720	\$825	\$3,185
1/2 Page	\$2,120	\$575	\$2,395
1/4 Page	\$1,210	\$360	\$1,370

<b>Black/White Ads</b>	<b>All Three editions</b>	<b>Choose Two editions</b>	<b>Pick One edition</b>	<b>Holiday color add-on with B/W ad buy</b>
Full Page	\$2,035	\$1,425	\$740	+ \$680
1/2 Page	\$1,365	\$945	\$500	+ \$460
1/4 Page	\$860	\$600	\$330	+ \$275

**Rates listed are net. 50% is due at the time of placing orders, with the remainder due upon proof, unless other payment arrangements have been made.**

# Graphics Information

Limited Color space available. Call and reserve your space now. If you desire a bleed, be sure to add the extra space to your ad as instructed in ad size information.

## Submitting Your Ad

### Print Ready File Supplied via E-mail, DVD or CD

- ✓ PC platform preferred, Mac OS accepted.
- ✓ Acceptable formats are TIFF, High res PDF, or EPS (photoshop/freehand/illustrator).
- ✓ Images must be a minimum 300 dpi (high resolution).
- ✓ Supply hard-copy proof with electronic version to verify output.

### PLEASE SUPPLY ALL GRAPHIC FILES AND INCLUDE ALL SCREEN AND PRINTER FONTS.

### Ad Supplied as Camera-Ready

An ad or part of an ad (type, logo, or photo) can be supplied camera-ready to be scanned. The cleaner the copy, the better the ad will reproduce. The ability to make corrections to camera-ready artwork is limited.

**Rates are based on receipt of camera-ready artwork submitted. Price does not include any additional services. Additional charges will apply for typesetting & layout, composition, incorrect file size and/or content, changes & late copy of artwork.**

### Ad Proofing

Proofs will be supplied to the advertisers for approval upon request. If proof is not approved by press time, the ad will be printed as proofed.

### Artwork Return Policy

Artwork will be returned upon request within 60 days.

# Contact Information

**Submit Ad To:** Spokane Symphony Attn: Jane Cody  
 P.O. Box 365 Spokane, WA 99210  
 Phone: 509-464-7074 Fax 509-326-3921  
 email: janecody@spokanesymphony.org

**OR: Alison Highberger at 509-842-2943**

**alisonhighberger@spokanesymphony.org**

# Advertising Information

**Who?** Savvy business owners who desire to reach potential customers who live in the Inland Northwest, are generally well-educated with above-average incomes, and appreciate the finer things in life.

**Where?** The Spokane Symphony Program Book is a FREE publication that is distributed at approximately 33 concerts at the exquisite Martin Woldson Theater at The Fox.

**What?** The Spokane Symphony Program Book, **which has a total number of impressions of 60,000**, will include performance information and program notes, biographies of composers and guest artists, and acknowledgement of sponsors and donors.

**Why?** These concerts will attract a wide demographic of people from households with above-average income. Don't miss this opportunity to let them know about your business, and at the same time, participate in the richness of Spokane's cultural and economic life.

**When?** The Main Season Program Book is published in Fall, Winter and Spring with 7-10 performances in each edition (see run times below). An **All-Color** Holiday Program lists eight holiday performances in December.

<i><b>Edition</b></i>	<i><b>Run Time</b></i>	<i><b>Color Ads Due</b></i>	<i><b>B/W Ads Due</b></i>
Fall*	Sept. 8 - Nov. 10	July 23	Aug. 6
Holiday	Nov. 29 - Dec. 31	Oct. 29	N/A
Winter	Jan. 19 - March 10	N/A	Dec. 17
Spring	March 23 - May 5	N/A	Feb. 25

\*We offer beautiful, four color ad space in all our Program Books. However, to keep our advertising rates low, color ads in the Fall, Winter and Spring editions will be printed at one time in August and cannot be changed over the course of the year. The Holiday edition is printed separately, giving advertisers the possibility of running a different ad. We also offer black and white ad space in our non-Holiday editions.

**How?** It's easy. For more information, call: **Alison Highberger at 509-842-2943**

LET'S  
*play*  
TOGETHER

\*C

SPOKANE SYMPHONY  
2018-19 SEASON  
RATE CARD

SPOKANE SYMPHONY