



WEST MICHIGAN SYMPHONY

CONCERT PROGRAM

PRÉLUDE

2023/24 Advertising Rates & Specs

Advertise in our concert program magazine, provided free to all concertgoers. This full-size 8.5 x 11 publication includes concert information, program notes, musician biographies, donor listings, and articles about various musical topics.

Save your spot! Reserve by August 31

Ads run for the entire 23/24 season.
Artwork **MUST** be received by September 8, 2023.

Full Page	\$2,500
Half Page	\$1,800
Quarter Page	\$1,200
Eighth Page	\$750



Please turn over for sizes, formats and other specs!

Advertiser Information

Company _____

Contact _____

Address _____ City/State/Zip _____

Phone _____ Email _____

Payment Method

Check Enclosed Visa MasterCard Discover AmEx

Card # _____ Exp Date _____ CVN _____

Authorized Signature _____

Ad Reservation: Please indicate the ad size you wish to purchase

Back Inside Front Inside Full 1/2 H 1/2 V 1/4 H 1/4 V 1/8 H 1/8 V

Step 1: Choose Your Ad Size

Choose the ad size that best fits your budget and goals.

Step 2: Submit Form with Payment

Complete the form on the reverse side and send to us with payment.

Step 3: Create Your Ad & Send to Us!

Create your ad using the following specs:

FILE FORMATS: .JPG or .PDF

RESOLUTION: 300 dpi (at full size)

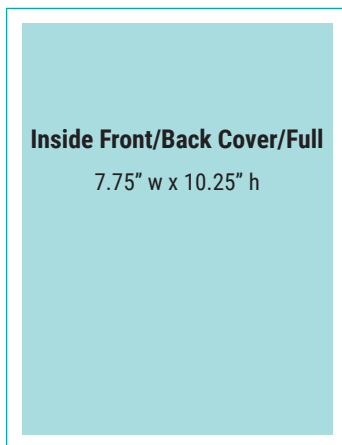
COLOR MODE: CMYK (no spot colors)

OTHER: All fonts must be embedded and all layers flattened. Total ink coverage should not exceed 240%.
Avoid the use of CMYK black (use 100% black ink).

AD DEADLINE: Artwork **MUST** be received by September 8, 2023.

PLEASE NOTE: All ads will print/display in the quality they are provided. We are not responsible for poor production quality due to errors in setup.

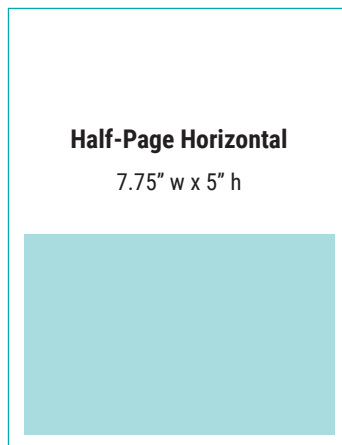
AD SUBMISSION TO: Megan James at mjames@westmichigansymphony.org
If your file is too large for email, please use wetransfer.com to send it.



Inside Front/Back Cover/Full

7.75" w x 10.25" h

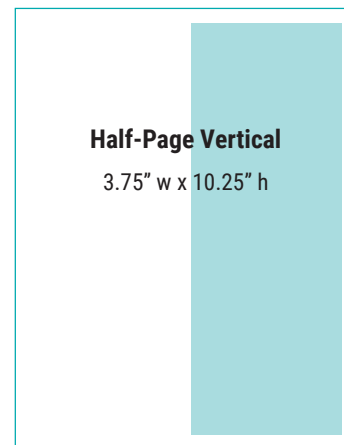
~~\$2,500~~ \$2,355



Half-Page Horizontal

7.75" w x 5" h

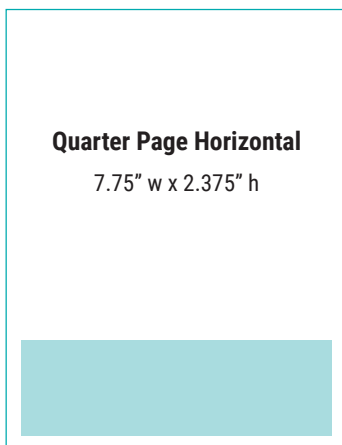
~~\$1,800~~ \$1,656



Half-Page Vertical

3.75" w x 10.25" h

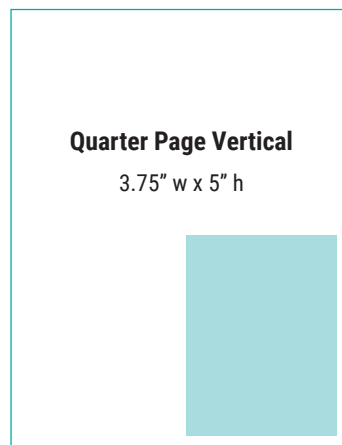
~~\$1,800~~ \$1,656



Quarter Page Horizontal

7.75" w x 2.375" h

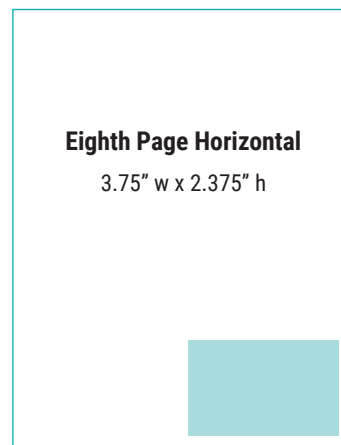
~~\$1,200~~ \$1,104



Quarter Page Vertical

3.75" w x 5" h

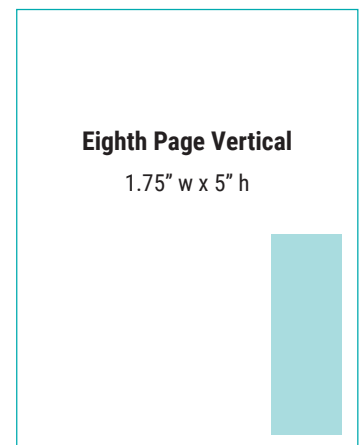
~~\$1,200~~ \$1,104



Eighth Page Horizontal

3.75" w x 2.375" h

~~\$750~~ \$685



Eighth Page Vertical

1.75" w x 5" h

~~\$750~~ \$685