



WEST MICHIGAN SYMPHONY

85 YRS 1940-2025

CONCERT PROGRAM

PRÉLUDE

2024/25 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 November 8.**

Prorated pricing for remaining 3 issues of the 24/25 season. Artwork MUST be received by November 8, 2024.

Full Page	\$2063
Half Page	\$1485
Quarter Page	\$990
Eighth Page	\$619



Please turn over for sizes, formats and other specs!

Don't miss the opportunity to reach our capacity audience at Home for the Holidays!

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)

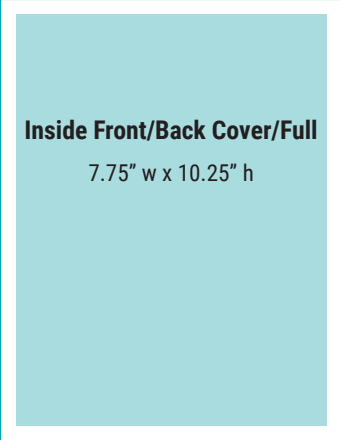
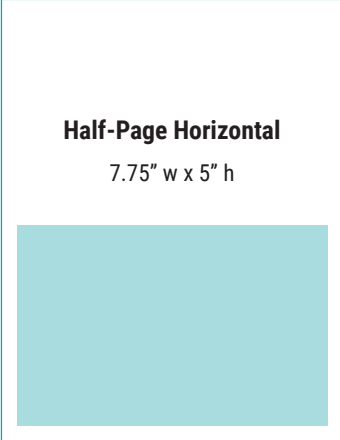
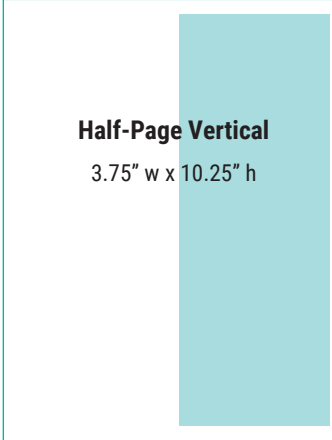
COLOR MODE: CMYK (no spot colors)

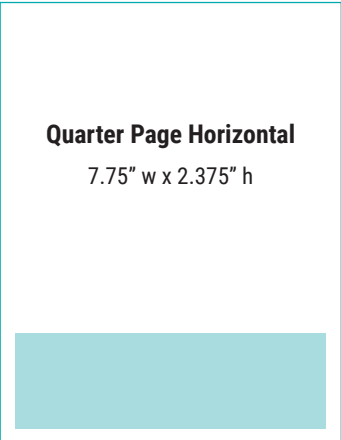
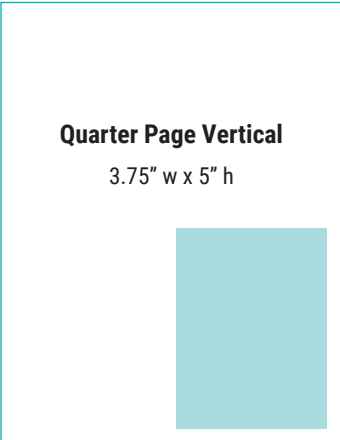
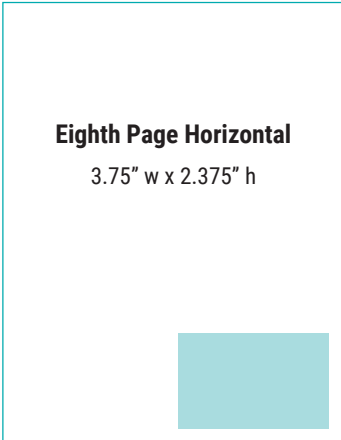
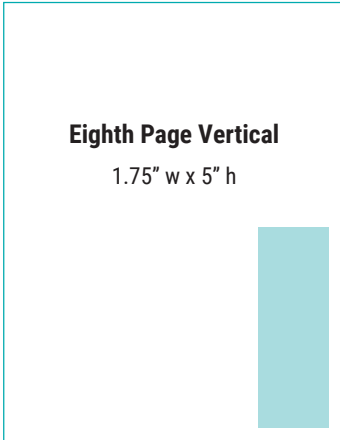
OTHER: All fonts must be embedded and all layers flattened. Total ink coverage should not exceed 240%.
Avoid the use of CMYK black (use 100% black ink).

AD DEADLINE: Artwork **MUST** be received by **November 8, 2024**.

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.

 <p>Inside Front/Back Cover/Full 7.75" w x 10.25" h</p>	 <p>Half-Page Horizontal 7.75" w x 5" h</p>	 <p>Half-Page Vertical 3.75" w x 10.25" h</p>
\$2,750	\$1,980	\$1,980

 <p>Quarter Page Horizontal 7.75" w x 2.375" h</p>	 <p>Quarter Page Vertical 3.75" w x 5" h</p>	 <p>Eighth Page Horizontal 3.75" w x 2.375" h</p>	 <p>Eighth Page Vertical 1.75" w x 5" h</p>
\$1,320	\$1,320	\$825	\$825