



**WEST
MICHIGAN
SYMPHONY**

CONCERT PROGRAM

PRÉLUDE

2025/26 Advertising Rates & Specs

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

Early Bird Offer!

Reserve by May 15

Ads run for the entire 25/26 season.

	Regular	By May 15
Full Page	\$2,850	\$2,750
Half Page	\$2,050	\$1,980
Quarter Page	\$1,360	\$1,320
Eighth Page	\$855	\$825

Turn over for sizes, deadlines, 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 DEADLINES:

Issue #1 - August 28, 2025

Concerts Run October 3 + November 14

Issue #2 - November 13, 2025

Concerts Run December 19 + January 30

Issue #3 - January 22, 2026

Concerts Run February 27 + March 20

Issue #4 - March 12, 2026

Concerts Run April 17 + May 8

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, Marketing & Design Manager
at mjames@westmichigansymphony.org
If your file is too large for email,
please use wetransfer.com.

