



WEST MICHIGAN SYMPHONY

CONCERT PROGRAM

PRÉLUDE

2026/27 Advertising Rates & Specs

Advertise in our concert program magazine, provided free to more than 10,000+ 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 July 1

Ads run for the entire 26/27 season.



	Regular	By July 1
Full Page	\$2,935	\$2,850
Half Page	\$2,110	\$2,050
Quarter Page	\$1,400	\$1,360
Eighth Page	\$880	\$855

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 26, 2026

Concerts Run October 2 + November 13

Issue #2 - November 11, 2026

Concerts Run December 18 + January 29

Issue #3 - January 20, 2027

Concerts Run February 26 + March 19

Issue #4 - March 10, 2027

Concerts Run April 16 + June 4

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.

