



**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.

## Save Your Spot!

Reserve by Aug 17

Ads run for the entire 26/27 season.

**Full Page** \$2,935

**Half Page** \$2,110

**Quarter Page** \$1,400

**Eighth Page** \$880

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](mailto:mjames@westmichigansymphony.org)  
If your file is too large for email,  
please use [wetransfer.com](https://wetransfer.com).

