

GUELPH SYMPHONY ORCHESTRA

2010-2011 Program Advertising Rates (black & white)

All advertisements (with logo, text etc.) are to be print-ready.

The GSO program is produced on a Mac in InDesign CS3. Print-ready ads must be supplied as PDF files (press setting – high-resolution, all fonts included), Illustrator EPS files (with all fonts outlined/converted to curves), InDesign or Quark documents (with fonts and images) or TIF/JPEG (300 dpi resolution/high quality). Resolution for all images is 300 dpi. Please consult with the designer should you wish to submit any other file format: 519.823.9833 or gareth@linddesign.ca. Finished ads should be sent to svbarclay@rogers.com.

Page Size: 5.5 x 8.5” – plus 1/8” bleed

	<u>1 Concert</u>	<u>2 Concerts</u> (-10%)	<u>3 Concerts</u> (-15%)	<u>4 Concerts</u> (-20%)	<u>5 Concerts</u> (-25%)
(first dimension is width)					
Full Page (4.5 x 7.5”)	\$100	\$180	\$255	\$320	\$375
Half Page (4.325 x 3.625”)	\$ 60	\$108	\$153	\$192	\$225
Quarter Page (2 x 3.625” or 4.325 x 2”)	\$ 40	\$ 72	\$102	\$128	\$150

The Guelph Symphony Orchestra reserves the right to slightly reduce or enlarge an advertisement to best fit the appropriate space and, in the case of an advertisement of less than a page, to place advertisements in a manner that makes best use of the available space. The Guelph Symphony Orchestra’s Board of Directors reserves the right to refuse an advertisement if deemed inappropriate for inclusion in a GSO program.

The above rates apply to one GSO concert season, although in certain cases this may be negotiable.