

Southside Philharmonic Orchestra

Concert Program Advertisement Specifications



PRINT PROGRAM AD DIMENSIONS

- ◇ Horizontal ads are printed as 5 in. x 3.75 in.
- ◇ Vertical ads are printed as 5 in. x 7.5 in.

ACCEPTABLE FILE FORMATS

- ◇ tif, jpg, or pdf

OTHER CONSIDERATIONS

- ◇ Ad file must be high resolution (300 dpi).
- ◇ **Please send two files:**
 1. One **grayscale** ad for programs, in your selected **print** dimensions (horizontal **OR** vertical), and
 2. Your **full-color logo** for performance projection:
 - in isolation/white background, high resolution (300 dpi)
 - in the dimensions for horizontal ads (8 units by 5 units).
- ◇ Programs are printed in black and white on uncoated paper stock.
- ◇ Full-color website and on-screen display during concerts is included in the ad price.
- ◇ If you have previously advertised in SPO programs, please indicate if you wish to reuse the same ad and logo files.

EMAIL AD/LOGO FILES TO:

- ◇ Gary Sanders, at **SPO@email.com**

PRINT PROGRAM AD PRICING

Insertion in all of SPO's programs for one year (includes any extra SPO concerts + December performances with Dancers' Alley)

- ◇ Horizontal (half-page) 5 in. x 3.75 in. ads: **\$600**
- ◇ Vertical (full-page) 5 in. x 7.5 in. ads: **\$1200**

Per SPO concert

(excludes December performances with Dancers' Alley)

- ◇ Horizontal (half-page) ads: **\$120**
- ◇ Vertical (full-page) ads: **\$240**

PAYMENT

- ◇ Please make checks payable to:
Southside Philharmonic Orchestra
- ◇ Mail checks to:
Southside Philharmonic Orchestra
c/o Gary Sanders, Treasurer
810 Western Air Dr.
Jefferson City, MO 65101

THANK YOU FOR YOUR VALUABLE PARTNERSHIP!