

BRANTFORD SYMPHONY ORCHESTRA

2022/2023*

PROGRAM ADVERTISING RATES

| | | | |
|---|---|---|---|
| <p>FULL PAGE with bleed</p> <p>Trim size: 5.5" x 8.5"</p> <p>Bleed size: 5.75" x 8.75"</p> <p>Safe area: 5" x 8"</p> | <p>FULL PAGE no bleed</p> <p>5" x 8"</p> | <p>½ PAGE</p> <p>5" w x 3.875" t</p> <p>NO BLEED</p> | <p>¼ PAGE</p> <p>2.375" w x 3.875" t</p> <p>NO BLEED</p> |
|---|---|---|---|

| | FULL PAGE | ½ PAGE | ¼ PAGE |
|---------------|------------------|---------------|---------------|
| Black & White | \$250 | \$180 | \$110 |
| Full Colour* | \$400 | \$250 | n/a |

*Based on availability

DIGITAL PROJECTION - Your ad is shown on screen before concert & during intermission

| | | |
|------------------------------|-------|-------|
| Upgrade to Printed ad above | \$50 | \$50 |
| Digital Only (No Printed Ad) | \$200 | \$125 |

***It is imperative that we all play our part in containing the spread of COVID-19.
As such, event dates and times are subject to change.**

Discounts are available for print ads in multiple concert programs. Ask for details.



For more information or to secure your advertising please contact the Brantford Symphony at

administrator@brantfordsymphony.ca

519.759.8781 www.brantfordsymphony.ca

FACEBOOK /Brantford.Symphony

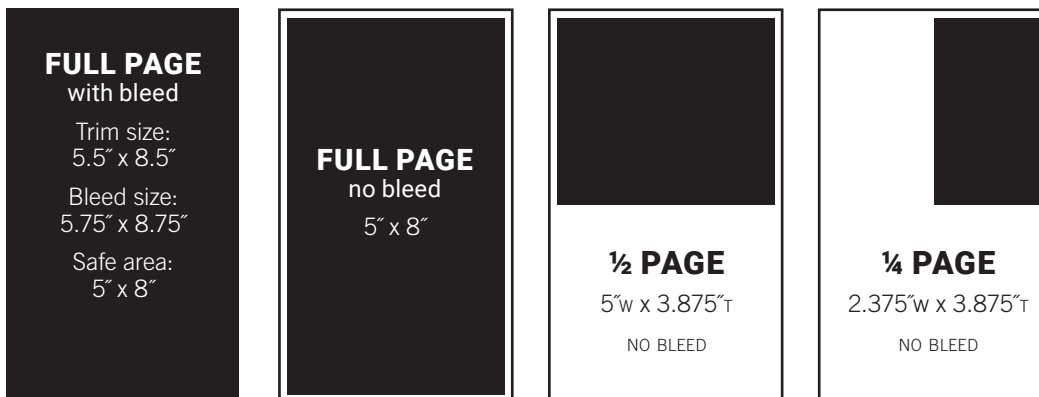
TWITTER @bsobrant

BRANTFORD SYMPHONY ORCHESTRA  **BSO**
A Passion for Symphony

BRANTFORD SYMPHONY ORCHESTRA

2022 / 2023

PROGRAM ART REQUIREMENTS



DIGITAL REQUIREMENTS | SPECIFICATIONS

Digital data is preferred – Hi-Resolution PDF or eps files only.

The finished size of the BSO Program is 5.5 x 8.5 inches (w x h). Bleeds are only available on specific options and must have 1/8 inches added on all sides outside of trim. For safety, keep live matter 1/4 inches from trim.

FOUR COLOUR, FULL PAGE COVER ADS

Digital files are required - PDF preferred (Microsoft Word, Paint, Powerpoint are not acceptable.)

Scanning at least 300 dpi

CMYK color only. No spot, RGB, indexed, ICC-based or calibrated colour

Based on availability

BLACK & WHITE FULL-PAGE AND FRACTIONAL ADS

Digital files are required - PDF preferred (Microsoft Word, Paint, Powerpoint are not acceptable.)

Scanning at least 300 dpi

All files to be accompanied by a proof, if possible, of the actual file being sent.

Colour ads must have a color proof. The Brantford Symphony Orchestra is not responsible for ad reproduction if a proof is not provided.

ADDITIONAL SPECIFICATIONS

FONTS

Embed all fonts. If not embedded, BSO may have to substitute fonts in final ad.

Any costs incurred by our prepress center, which include adjustments to make the submitted ad press-ready, will be charged to the advertiser.

SUBMITTING AN ADVERTISEMENT

To submit an ad and proof to our design studio, please send the file as a Hi-Resolution PDF or eps, up to 10MB.

For more information or to submit your artwork please contact the Brantford Symphony at

administrator@brantfordsymphony.ca 519.759.8781 www.brantfordsymphony.ca