# 2017 | 2018 PRELUDE ADVERTISING **RATES AND INFORMATION**

### CIRCULATION INFORMATION

**TOTAL CIRCULATION:** Prelude is distributed at no charge to nearly 40,000 audience members at up to 40 performances.

FREQUENCY: Four books per season, October through May.

## THE PHIL CENTER

4901 Fuller Drive, Fort Wayne, Indiana 46835

## HOW TO PURCHASE AD SPACE

Contact: Ed Stevens, Sales Manager at 260 • 481 • 0766 or estevens@fwphil.org.

Send completed ads, laid out with the requested specifications to:

**Brooke Sheridan, Publications and Graphics Manager** at 260 • 481 • 0765 or bsheridan@fwphil.org.



## **ASK ABOUT OUR PREMIUM ADVERTISING LOCATIONS** THROUGHOUT THE BOOK!

#### **AD SIZES & OPTIONS**

**FULL PAGE** (with bleed) **FULL PAGE** (no bleed)



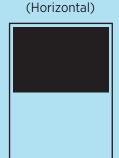


**HALF PAGE** 



5.75" wide x 8.75" tall

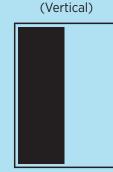
**HALF PAGE** 



5.75" wide x 4.25" tall

**QUARTER PAGE** 

(Horizontal)

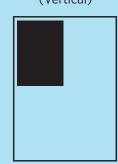


2.75" wide x 8.75" tall



5.75" wide x 2.00" tall

**QUARTER PAGE** (Vertical)



2.75" wide x 4.25" tall

Pricing on reverse.

## 2017 | 2018 SEASON ADVERTISING RATES AND INFORMATION

#### PROGRAM BREAKDOWN BY CONCERT

(SUBJECT TO CHANGE.)

#### **BOOK 1** Materials due Aug 28

Great Performer Series - Sep 28 Masterworks 1 - Oct 7 Freimann 1 - Oct 18 & 22 Pops 1 - Oct 28 Youth Orchestras Fall Concert - Oct 29 Family 1 - Oct 29 Masterworks 2 - Nov 4 Chamber 1 - Nov 11

#### BOOK 2 (HOLIDAY) Materials due Nov 3

Masterworks 3 - Nov 18 Holiday Pops - Dec 8, 9 & 16 Chamber 2 - Dec 14 & 15 Masterworks 4 - Jan 13

#### **BOOK 3** Materials due Dec 11

Special Event - Jan 18
Family 2 - Jan 21
Freimann 2 - Jan 24 & 28
Pops 2 - Jan 27
Masterworks 5 - Feb 3
Chamber 3 - Feb 10
Pops 3 - Feb 17
Masterworks 6 - Feb 24
Freimann 3 - Feb 28 & Mar 4

#### BOOK 4 Materials due Feb 8

Masterworks 7 - Mar 10
Youth Orchestras Spring Concert - Mar 11
Pops 4 - Mar 17
Chamber 4 - Mar 23, 24 & 25
Masterworks 8 - Apr 7
Family 3 - Apr 8
Freimann 4 - Apr 11 & 15
Pops 5 - Apr 20 & 21
Masterworks 9 - Apr 28
Special Event - May 2, 3 & 4
Masterworks 10 - May 12

#### MECHANICAL REQUIREMENTS

Submit artwork via email. Preferred format is a high resolution PDF. Advertiser is responsible for the quality of PDF.

Adobe CC 2017 files (or earlier), hi resolution jpegs and tiffs are also accepted. Files should be created at a minimum of 300 dpi, and must include all fonts.

#### CONTRACT REGULATIONS

Advertiser agrees to purchase advertising space and Fort Wayne Philharmonic shall provide copy of advertisement to advertiser upon request. Advertiser shall pay in full for contracted space 2 weeks prior to first publication date unless a separate arrangement has been approved by the Sales Manager.

Advertiser					
Address _					
		State			
Email					
Circle bool	ks (indicates	placement) :			
Book 1	Book 2	Book 3	Book 4	All	
Total cost:					
Ad Size/Do					

## Order not valid unless signed by a representative of the advertiser and the Fort Wayne Philharmonic.

"I have read and understand the terms of this contract. If it becomes necessary to employ legal or other services in order to obtain payment of this account, when past due, I agree to pay reasonable charges for the same, plus court costs, in addition to the account."

Advertiser	Date
The Phil representative	Date

## 2017/2018 ADVERTISING RATES (ALL ADS ARE FULL COLOR.)

	4 BOOKS	(per book)	3 BOOKS	(per book)	2 BOOKS	(per book)	1 BOOK
FULL PAGE	\$4,000	(\$1,000)	\$3,600	(\$1,200)	\$2,600	(\$1,300)	\$1,400
1/2 PAGE	\$2,200	(\$525)	\$2,000	(\$667)	\$1,500	(\$750)	\$850
1/4 PAGE	\$1,250	(\$300)	\$1,100	(\$367)	\$850	(\$425)	\$450

ADDITIONAL CHARGE FOR PREMIUM PLACEMENT MAY APPLY. COVER ADS NEED TO BE LAID OUT AT 6.25" X 9.25" WITH 1/8 INCH BLEED.