

## 2023 | 2024 SEASON

# Prelude Advertising

Be an important part of the Season by advertising in PRELUDE!

## RATES AND INFORMATION

**TOTAL CIRCULATION:** Prelude is distributed at no charge to nearly 25,000 audience members at up to 40 performances.

**FREQUENCY:** Two books per season, October through May.

### HOW TO PURCHASE AD SPACE

Contact:

Sara Manning

260.481.0764

[smanning@fwphil.org](mailto:smanning@fwphil.org)

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

Sara Manning | [smanning@fwphil.org](mailto:smanning@fwphil.org)

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

*Pricing on reverse.*

## AD SIZES & OPTIONS

**FULL PAGE (with bleed)**



6.25" wide x 9.25" tall

**FULL PAGE (no bleed)**



5.125" wide x 8.250" tall

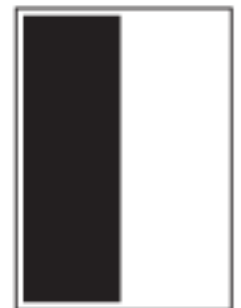
**COVER ADS NEEDS TO BE LAID OUT 8.25" X 10.75"  
WITH 1/8 INCH BLEED.**

**1/2 PAGE (horizontal)**



5.125" wide x 4.000" tall

**1/2 PAGE (vertical)**



2.438" wide x 8.250" tall

**1/4 PAGE (horizontal)**



5.125" wide x 2.000" tall

**1/4 PAGE (vertical)**



2.438" wide x 4.000" tall

**CALL SARA MANNING, AT 260.481.0764 TO RESERVE YOUR SPACE TODAY!**

# 2023 | 2024 SEASON ADVERTISING RATES AND INFORMATION

## BOOK 1 Oct. - Dec. MATERIALS DUE AUGUST 1

OPENING NIGHT: GIL SHAHAM | OCT. 7  
HEATHER HEADLEY | OCT. 14  
FREIMANN 1 | OCT. 25 & OCT 29\*  
DAY OF THE DEAD CELEBRATION | OCT. 28\*  
CONCERTO FOR OBOE | NOV. 11  
MUPPET CHRISTMAS CAROL | NOV. 16  
YOUTH SYMPHONY ORCHESTRAS FALL CONCERT | NOV. 13  
HOLIDAY POPS | DEC. 14-15, 16\*-17\*  
MESSIAH BY CANDLELIGHT | DEC. 22

\*MATINEE SHOW AVAILABLE

## BOOK 2 Jan. - May MATERIALS DUE NOVEMBER 1

THOMAS MESA CELLO | JAN. 20\*  
FREIMANN 2 | JAN. 24 & 28\*  
LUNAR NEW YEAR CELEBRATION | JAN. 27\*  
BRAHMS | FEB. 2  
BYRON STRIPLING'S MARDI GRAS | FEB. 3  
MOZART REQUIEM | FEB. 17  
FREIMANN 3 | FEB. 28 & MARCH 3\*  
MYSTERY DESTINATION | MARCH 2\*  
RACHEL BARTON PINE DVOŘÁK'S 7TH | MARCH 9  
SINATRA AND BEYOND W/TONY DESARE | MARCH 23\*  
YOUTH SYMPHONY ORCHESTRAS SPRING CONCERT | MARCH 24  
JOHNNY APPLESEED GOES TO THE SYMPHONY | APRIL 6\*  
PHILIPPE QUINT PLAYS BEETHOVEN | APRIL 13\*  
BACH IN THE BARN | APRIL 25-27  
CLOSING NIGHT: FABIO BIDINI PLAYS RACHMANINOFF | MAY 4  
GO NOW! THE MUSIC OF THE MOODY BLUES | MAY 11  
YOUTH SYMPHONY ORCHESTRAS FINALE CONCERT | MAY 12  
FREIMANN 4 | MAY 8 & 12\*

\*MATINEE SHOW AVAILABLE

## 2023 | 2024 ADVERTISING RATES (ALL ADS ARE FULL COLOR)

AD SIZE	2 BOOKS	1 BOOK
FULL PAGE	\$4,500	\$2,800
1/2 PAGE	\$2,500	\$1,400
1/4 PAGE	\$1,500	\$900

Additional charge for premium placement may apply.

## MECHANICAL REQUIREMENTS

- Submit artwork via email.
- Preferred format is a high resolution PDF.
- Advertiser is responsible for PDF quality.
- Adobe CC 2018 (or earlier), hi resolution JPEG and TIFF files 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.

Advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Circle books (indicates placement):

Book 1                      Book 2

Total cost \_\_\_\_\_

Ad Size/Description \_\_\_\_\_

\_\_\_\_\_

**Order not valid unless signed by 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 \_\_\_\_\_

Fort Wayne Philharmonic representative \_\_\_\_\_ Date \_\_\_\_\_