



2017-2018 Season Program

Dear Waco Symphony Program Advertiser,

The Waco Symphony Orchestra is pleased to offer your company priority ad placement in the 2017-2018 Season program. As a past advertiser, you are aware of the benefits of the high visibility your advertisement in the program brings to your business.

The full-color, high-quality glossy program is printed on elegant bright white paper and includes compelling content that is reviewed multiple times by concert patrons and others. The program is distributed at each of five full-orchestra subscription concerts per season and to arts donors, corporate sponsors, and community leaders. (Enclosed is a sample of this season's program. The 2017-2018 program will be similar in size, design and number of pages.)

The average attendance at Waco Symphony Orchestra concerts exceeds 1,600. The vast majority of attendees are ages 35-plus and comprise the largest disposable income segments in the greater Waco area, so don't miss the opportunity to reach this group of high-income consumers.

In addition to reaching your target market, your advertising supports the Symphony's artistic programs and helps the Waco Symphony Orchestra continue as a major source of cultural enrichment for Waco and surrounding communities.

If you wish to showcase your business in the Waco Symphony Orchestra's 2017-2018 Season program, complete the attached advertising agreement and fax it to my attention at (254) 752-8611.

If you have any questions, I welcome the opportunity to visit with you. My contact information is listed below.

Thank you for your support of the Waco Symphony Orchestra.

Michael Bracken
Marketing Director
(254) 754-2825
marketing@wacosymphony.com



ADVERTISING AGREEMENT 2017-2018 Season Program

Billing/Contact Information

Business/Organization _____ Phone _____

Contact Name _____ Fax _____

Address _____ E-Mail _____

City _____ State _____ Zip _____

- USE LAST YEAR'S AD WITH NO CHANGES OF ANY KIND
- REPLACE LAST YEAR'S AD. REPLACEMENT AD TO BE FURNISHED NO LATER THAN JULY 15th
- NEW ADVERTISER, AD TO BE FURNISHED NO LATER THAN JULY 15th

PREMIUM LOCATION (Trim Size: 7" X 10")

Back Cover – 6" x 9"	
(Full Bleed: 7.25" x 10.25")	\$1800
Inside Front or Inside Back Cover – 6" x 9"	
(Full Bleed: 7.25" x 10.25")	\$1600
Inside Front Right or Inside Back Left – 6" x 9"	
(Full Bleed: 7.25" x 10.25")	\$1500

Phone for availability
before requesting a
Premium Location.

STANDARD LOCATION (Trim Size: 7" X 10")

Full-Page Priority – 6" x 9" (Full Bleed: 7.25" x 10.25")	\$1400
Full-Page – 6" x 9" (Full Bleed: 7.25" x 10.25")	\$1300
Half-Page Priority – 6" x 4.375"	\$ 950
Half-Page – 6" x 4.375"	\$ 850
Quarter-Page – 6" x 2.125" (horizontal)	\$ 650
Quarter-Page – 2.875" x 4.375" (vertical)	\$ 650
Eighth-Page – 2.875" x 2.125"	\$ 450

Priority placement
guarantees placement
opposite a page
of text.

PLEASE NOTE: Correctly sized digital files must be provided for all advertisements, and all elements must be included. Please refer to accompanying Production Requirements for complete details. The Symphony does not assume responsibility for the correct reproduction of improperly prepared files. *E-mail print-ready file(s) to Marketing@WacoSymphony.com.* (Do not e-mail files larger than 5 MB; CDs containing files larger than 5 MB may be mailed to the Waco Symphony Association, Inc., Attn.: Program Advertising, P.O. Box 1201, Waco, TX 76703.)

Advertisement creation/alteration: If you need an advertisement created for you, we offer basic design services at \$60/hour, with a half-hour minimum charge. (A typical ad requires 1-2 hours to create.) Design charges are in addition to ad placement charges and will be billed separately.

Payment Terms: Payment Enclosed To be billed in full To be billed in six monthly installments

Receive a 10% discount if paid in full prior to March 31, 2017.

Special Instructions _____

Authorizing Signature _____ Date _____

To schedule ad space or to inquire about space availability, contact Michael Bracken, Marketing Director, at (254) 754-2825 or marketing@wacosymphony.com.



PRODUCTION REQUIREMENTS 2017-2018 Season Program

Please read the following information carefully.
Failure to follow instructions may lead to additional charges.

Acceptable Media and Transmission Methods

- **E-mail file(s) to Marketing@WacoSymphony.com.** (Do not e-mail files larger than 5 MB.)
- **CD.** CDs containing files larger than 5 MB may be mailed to the Waco Symphony Association, Inc., Attn.: Program Advertising, P.O. Box 1201, Waco, TX 76703.

Preferred File Formats

- **PDF.** Save as "PDF/X-1a:2001." Include all fonts.
- **EPS.** Convert all fonts to outlines. All images must be embedded. All colors must be CMYK.
- **TIFF.** Save as 300 dpi CMYK.

Special Instructions

- All ads must be created to the exact size that they will be printed. Any ad that is not the correct size will be returned for correction.
- All color images must be 300 dpi CMYK.
- All line art elements and bit-mapped graphics with screen or text should be at least 1200 dpi.

Symphony-created ads

- Provide complete text at the time the ad is submitted.
- Provide artwork or photos digitally, if possible. Otherwise provide original art or photographic prints for scanning as scanning previously printed images produces undesirable results.