



# ADVERTISING AGREEMENT 2021-2022 Season Program

## Billing/Contact Information

Business/Organization \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ E-Mail \_\_\_\_\_

- USE PREVIOUS SEASON'S AD *WITH NO CHANGES OF ANY KIND*
- REPLACE PREVIOUS SEASON'S AD. REPLACEMENT AD TO BE FURNISHED NO LATER THAN AUGUST 31
- NEW ADVERTISER, AD TO BE FURNISHED NO LATER THAN AUGUST 31

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

Back Cover – 6" x 9" (Full Bleed: 7.25" x 10.25") .....	\$1900
Inside Front or Inside Back Cover – 6" x 9" (Full Bleed: 7.25" x 10.25") .....	\$1700
Inside Front Right or Inside Back Left – 6" x 9" (Full Bleed: 7.25" x 10.25") .....	\$1600

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") .....	\$1500
Full-Page – 6" x 9" (Full Bleed: 7.25" x 10.25") .....	\$1400
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.*

**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

**Deadline for submitting ads: August 31, 2021.**

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 2021-2022 Season Program

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

## 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 may be resized or 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.

## Acceptable Media and Transmission Method

- E-mail file(s) to [Marketing@WacoSymphony.com](mailto:Marketing@WacoSymphony.com).