



# Be Enchanted

TACOMA SYMPHONY ORCHESTRA

**10,000 patrons, 8-month season, one low price.**

*Give your business the exposure it deserves.*

## Reserve your ad today!

Advertise your business to an audience with buying power.

- Our audience is well-educated with a high level of disposable income. They **dine** out, buy **jewelry**, redecorate their **homes**, pamper their **pets**, and **travel**.
- Retirees, doctors, attorneys, and people of influence who **value the luxuries in life**.
- **Locally-minded** consumers who support our region's arts and its businesses.

Wide variety of concert programming and diverse audience.

- Innovative programs including **new** Family Concerts, Pops, and favorite Classics.
- Variety of concerts and audiences means **new faces** will see your ad all season!
- High return of season subscribers means your ad will have **repeat impressions**.

Your ad will be seen!

- **10,000** concert patrons will view your ad for a low, one-time price (split payments available).
- Audiences will view your ad during relaxing **two-hour concert experiences**.
- For a one-time price, your ad will be seen for **nine times over an 8-month period**.



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## Tacoma Symphony Orchestra House Program 2011-2012

Advertising Rates & Mechanical Specifications — 6" x 9" House Program

### Advertising Rates

### Color Ads

### B&W Ads

|   | By July 25 | After July 25 | By July 25 | After July 25 |
|---|------------|---------------|------------|---------------|
| <del>Full Page Back Cover</del> <b>SOLD</b> ..... | \$2,050    | \$2,411.75    | \$ NA      | \$ NA         |
| <del>Full Inside Cover</del> <b>SOLD</b> .....    | \$1,575    | \$1,852.95    | \$ NA      | \$ NA         |
| Full Page Inside .....                            | \$1,250    | \$1,470.60    | \$1,062.50 | \$ 1,250      |
| 1/2 Page .....                                    | \$795      | \$935.30      | \$675.75   | \$ 795        |
| 1/4 Page .....                                    | \$575      | \$676.50      | \$488.75   | \$ 575        |

### Mechanical Specifications

Ads must be provided as digital files. Via email or CD. PDF format saved in CMYK or Grayscale is preferred. Illustrator EPS and Photoshop Tiff or JPEG files are acceptable. Graphic elements from web pages are not acceptable. No page layouts or Word documents. Ads can be emailed to the program designer at [k.herringt@gmail.com](mailto:k.herringt@gmail.com)

**Need Help?** If you need help completing your ad, we can supply graphic design at \$75 an hour.

### Space Reservation and Ad Deadlines

Early Bird reservation: **August 1, 2011**. Final reservation: **September 1, 2011**. Completed Ad deadline: **September 10, 2011**.

### Ad Dimensions

- Full Page Bleed trim size 6.25" x 9.25"  
6" x 9"
- Full Page non-bleed 4.75" x 7.75"
- Half Page Horizontal 4.75" x 3.75"
- Half Page Vertical 2.25" x 7.75"
- Quarter Page Horizontal 4.75" x 1.75"
- Quarter Page Vertical 2.25" x 3.75"

