

# 2018 PROGRAM BOOK ADVERTISING RATES

SEATTLE  
CHAMBER  
MUSIC  
SOCIETY

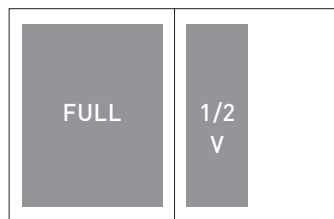
JAMES EHNES  
*Artistic Director*

## Publication Description

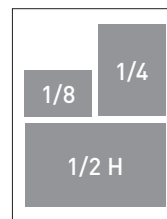
Seattle Chamber Music Society's 2018 Winter and Summer Festival program books are full-sized (8.5" x 11") publications printed on offset press. Two different program books cover the full run of both festivals and reach a combined audience of more than 16,000 concert goers, nearly half of whom have median household incomes greater than \$100,000.

## Ad Rates & Dimensions

AD SIZE	COMBO (Winter and Summer)	WINTER ONLY (6 concerts in January)	SUMMER ONLY (12 concerts in July & August, plus 12 outdoor broadcasts)
Full Page / Color <i>Only 3 positions are available, provided on a first come first serve basis: Inside Front Cover OR Inside Back Cover OR Back Cover</i>	\$1650	\$700	\$1200
Full Page / BW	\$1500	\$600	\$1100
1/2 Page / BW	\$900	\$325	\$650
1/4 Page / BW	\$600	\$225	\$450
1/8 Page / BW	\$450	\$150	\$300



**Full Page** 7.625" x 10"  
**1/2 Page (vertical)** 3.6875" x 10"



**1/2 Page (horizontal)** 7.625" x 4.875"  
**1/4 Page** 3.6875" x 4.875"  
**1/8 Page** 3.6875" x 2.3125"

## Artwork Guidelines

### Press-optimized PDF

- Image Resolution: 300 dpi
- Line Art: 600 dpi or higher
- Fonts and images must be embedded.
- Please submit color ads in CMYK, and black-and-white ads in Grayscale.

Email final ads to [kristine@cognitionstudio.com](mailto:kristine@cognitionstudio.com). Please include your organization name in the file name. All files must be to size with all type and artwork in place. Ads which do not meet specifications will be returned to you for modification, or you may pay our brochure designer directly to make the corrections. An estimate will be provided upon request.

## Contact

**Seneca Garber** *Director of Marketing*  
[seneca@seattlechambermusic.org](mailto:seneca@seattlechambermusic.org) // 206.283.8710

## Closing Dates

### Winter Festival

Space Reservations: December 15, 2017  
Camera-Ready Artwork: December 29, 2017

### Summer Festival

Space Reservations: May 24, 2018  
Camera-Ready Artwork: June 8, 2018

## Billing & Payment

25% payment due at time of order, balance due upon receipt of printed program book with accompanying invoice.

# 2018 PROGRAM BOOK CONFIRMATION FORM

SEATTLE  
CHAMBER  
MUSIC  
SOCIETY

---

---

## Reserve Your Space

### I would like to reserve:

Full Page / Color     COMBO (Winter + Summer)     WINTER Only     SUMMER Only

*Only 3 positions are available, provided on a first come, first serve basis: Inside Front Cover OR Inside Back Cover OR Back Cover*

Preferred Position:     Inside Front Cover     Inside Back Cover     Back Cover

---

Full Page / BW     COMBO (Winter + Summer)     WINTER Only     SUMMER Only

1/2 Page / BW     COMBO (Winter + Summer)     WINTER Only     SUMMER Only

1/4 Page / BW     COMBO (Winter + Summer)     WINTER Only     SUMMER Only

1/8 Page / BW     COMBO (Winter + Summer)     WINTER Only     SUMMER Only

**TOTAL DUE: \$**

---

First Name

---

Last Name

---

Advertising Company Name

---

Phone

---

E-mail

---

---

## Closing Dates

### Winter Festival

Space Reservations: December 15, 2017

Camera-Ready Artwork: December 29, 2017

### Summer Festival

Space Reservations: May 24, 2018

Camera-Ready Artwork: June 8, 2018

## Billing & Payment

25% payment due at time of order, balance due upon receipt of printed program book with accompanying invoice.

## Contact

### Seneca Garber

*Director of Marketing*

seneca@seattlechambermusic.org

206.283.8710