

2018-2019 SEASON

90  
years



A<sup>2</sup>SO

Ann Arbor Symphony Orchestra

*Music in the Key of A<sup>2</sup>®*

## 2018-2019 Program Advertising Information & Rates

**Provided free to every concert patron**, emailed to over 9,000 community members, and posted online (so be sure to include your url!) the **redesigned** Ann Arbor Symphony Orchestra Concert Program Book includes program notes, concert information, soloist biographies, education opportunities, and all news pertaining to the orchestra.



**81%**

of patrons earn  
more than  
\$50,000 a year

**48%**

of patrons earn  
more than  
\$100,000 a year

**50+%**

of patrons spend  
money downtown  
before & after  
concerts

## Ad Specs

**Full Page**  
with (or without) bleed  
Print area: 8.5" x 11"

(.125" bleed needed on all  
sides if bleed desired)

**1/3 V**  
2.333" x 10"

**1/6**  
2.333" x 4.875"

**1/3 H**  
7.5" x 3.166"

**1/8**  
3.625" x 2.3125"

**1/4 H**  
7.5" x 2.3125"

**1/2 H**  
7.5" x 4.875"

**1/2 V**  
3.625" x 10"

**1/4 V**  
3.625" x 4.875"

### 2018-19 Concerts

New World Symphony  
September 19

Mahler 9  
October 27

Four Seasons  
November 10

Holiday Pops  
December 14

Mozart Birthday Bash  
January 12

Scottish Fantasy  
March 9

Beethoven 9  
April 27





# Ann Arbor Symphony Orchestra

## 2018-2019 Advertising Contract

Contract due July 31

Artwork due August 20

**Make your payment by July 30 and save 5%**

### Name of Business

Contact \_\_\_\_\_ Phone \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
 E-mail address \_\_\_\_\_

### Ad reservation (please circle your color and shape preference)

	<u>Color Preference</u>		<u>Shape Preference</u>	
	<u>4 Color</u>	<u>B&amp;W</u>	<u>Horiz.</u>	<u>Vert.</u>
Back Cover (only 1)	\$4,370	(taken)	n/a	X
Inside Front Cover – Full page (only 1)	\$3,485		n/a	X
Facing Inside Front Cover – Full page (only 1)	\$3,485	(taken)	n/a	X
Inside Back Cover – Full page (only 1)	\$3,315		n/a	X
Full Page Facing Program Listing (only 1)	\$3,485	(taken)	n/a	X
Full Page	\$3,170	\$2,495	n/a	X
1/2 Page	\$1,975	\$1,640	X	X
1/3 Page	\$1,350	\$1,145	X	X
1/4 Page	\$990	\$885	X	X
1/6 Page	\$805	\$700	n/a	X
1/8 Page	n/a	\$545	X	n/a

### Artwork

☐ Ad will be sent by email to lori@a2so.com; high resolution jpg or pdf preferred  
☐ Use previous artwork ☐ Use previous artwork with enclosed revisions

### Payment

☐ Check enclosed ☐ Bill entire amount ☐ Bill monthly  
☐ Use my VISA/MC/Discover Acct # \_\_\_\_\_ Exp \_\_\_\_\_

Billing Information if different from above \_\_\_\_\_

Address \_\_\_\_\_ City/St \_\_\_\_\_ Zip \_\_\_\_\_

Please make all checks payable to Ann Arbor Symphony Orchestra.

Terms of payment: Net 30 days. There is a monthly 1% finance charge for late payments.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return to** Lori Zupan

Ann Arbor Symphony Orchestra

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(734) 994-3949 fax