RATE CARD

SIX GREAT REASONS TO ADVERTISE IN THE 2018-2019 GREENSBORO SYMPHONY PLAYBILL

GREENSBORO SYMPHONY
DMITRY SITKOVETSKY
MUSIC DIRECTOR

- Symphony patrons represent a consumer base with **household incomes exceeding $70,000,** and disposable incomes for leisure and investments.
- In-house survey shows that over **75% of Playbill advertisers are supported by symphony patrons.**
- Great prices, outstanding name recognition, **free tickets** AND support the Arts!
- Professionally designed, magazine-quality Playbill
- Ads run from September 2018 - May 2019.
- The Greensboro Symphony Playbill is distributed to symphony patrons at each concert with **a readership of over 62,000** consumers each season.

Contact for ad Sales: 336-335-5456 x 225, or scauthen@greensborosymphony.org

WHAT ADVERTISERS ARE SAYING!

"I advertise with the playbill because **it targets an audience that fits my client demographic.** Working with Sheila and her team makes it so easy to maximize marketing impact within the community. I also like the distribution process of the playbill and online access for readers."

John Reganess, CFP®, ChFC®, CLU®
Senior Vice President – Investments
Fundamental Choice Portfolio Manager
Wells Fargo Advisors

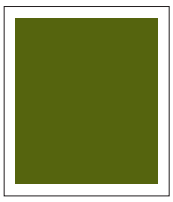
AD RATES

Inside First Page	$2100
Inside Back Cover	$1975
Full Page	$1550
Half Page	$950/$800
Quarter Page	$650/$525
Eighth Page	$400/$325

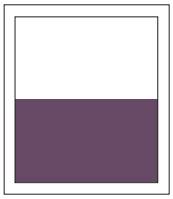
AD REQUIREMENTS

- Ads accepted electronic formats. Convert all type to outlines/paths; convert colors to CMYK. Files: pdf, tif, jpg. Resolution 300+ dpi.
- Full page dimensions:
  Page trim 8.375" wide x 10.75" high
  Live area 7.625" wide x 10" high
  Bleed 8.625" wide x 11" high

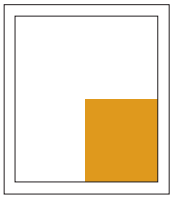
PAGE SIZES



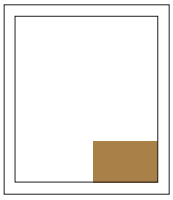
FULL PAGE
Page trim: 8.375 x 10.75
Live Area: 7.625 x 10
Bleed: 8.625 x 11



HALF PAGE
Horizontal: 7.875 x 5
Vertical: 3.8125 x 10.25



QUARTER PAGE
3.8125 x 5



EIGHTH PAGE
3.8125 x 2.375

ORDER FORM

GREENSBORO SYMPHONY
DMITRY SITKOVETSKY
MUSIC DIRECTOR

2018-2019 Season Advertisement Agreement and Insertion Order

Contact for Ad Sales: scauthen@greensborosymphony.org or call 336.335.5456, x225

Advertiser/Company: _____

Contact: _____ Phone: _____

Address: _____ City: _____ Zip: _____

E-mail: _____ Contact for Art: _____

	AD SIZE & LOCATION	DIMENSIONS	COLOR OPTION	COST
	Outside back Cover	Page trim: 8.375 w x 10.75 h Live Area: 7.625 w x 10 h Bleed: 8.625 w x 11 h	Color	$2,650
	Inside Front Cover		Color	$2,100
	First Page		Color	$2,100
	Inside Back Cover		Color	$1,975
	Last Page		Color	$1,975
	Full Page		Color	$1,550
	Full Page		Black & White	$1,315
	½ Page Horizontal	7.5 w x 5 h	Color	$950
	½ Page Vertical	3.75 w x 10 h	Color	$950
	½ Page Horizontal	7.5 w x 5 h	Black & White	$800
	½ Page Vertical	3.75 w x 10 h	Black & White	$800
	¼ Page Horizontal	7.5 w x 2.375 h	Color	$650
	¼ Page Vertical	3.75 w x 4.875 h	Color	$650
	¼ Page Horizontal	7.5 w x 2.375 h	Black & White	$525
	¼ Page Vertical	3.75 w x 4.875 h	Black & White	$525
	⅛ Page	3.75 w x 2.375 h	Color	$400
	⅛ Page	3.75 w x 2.375 h	Black & White	$325

To reserve your ad space, please contact
Sheila Cauthen, GSO Director of Marketing & Sales
at 336.335.5456, x225 or
scauthen@greensborosymphony.org

Please submit final ad via e-mail to scauthen@greensborosymphony.org or send art on disc
to Greensboro Symphony Orchestra, 200 N. Davie Street, Box 10, Greensboro, NC 27401

Ad must be supplied. A PDF or JPG file is preferred. Payment can be made by check or credit card.

Advertiser Signature: _____

Advertiser Print Full Name: _____

Greensboro Symphony: _____