

## 2017 – 2018 Season Program Advertising Information & Rates

Placing a Season Concert Ad will give you exposure in three sets of concerts (November, March, and May/June) for a total of 12 performances. Each concert set includes a Symphony Orchestra concert at the Arlene Schnitzer Concert Hall in downtown Portland in addition to three concerts at metro area venues. Schnitzer dates are listed below, with community concerts taking place during the surrounding weekends. The season offers approximately 6,000 concert book impressions.

### Deadlines

- Concert Set 1 - **October 2, 2017** - Schnitzer Concert on Nov. 12, 2017  
(Also deadline for full season ads)
- Concert Set 2 - **February 1, 2018** - Schnitzer Concert on March 4, 2018
- Concert Set 3 - **April 28, 2018** - Schnitzer Concert on June 3, 2018

Ad Location	Full Season Ad	One Set Ad
Back cover (full color)	\$750	\$300
Inside cover	\$500	\$225
Full inside page	\$490	\$220
1/2 page	\$290	\$130
1/3 page	\$250	\$110
1/4 page	\$200	\$90
1/6 page	\$170	\$75
1/8 page	\$115	\$50

### Dimensions

Full page	7.5" H x 4.5" W (back outside cover is full color)
1/2 page	3.75" H x 4.5" W
1/3 page	2.25" H x 4.5 H" W
1/4 page	3.75" H x 2.25" W or 2.25" H x 3.75" W
1/6 page	3.75" H x 1.5" W or 2.5" square
1/8 page	1.85" H x 2.25" W

\*\*Pages are black and white unless otherwise noted.\*\*

### Place an Ad with MYS

Email Office Manager, Anne Griffin at [officemgr@playmys.org](mailto:officemgr@playmys.org) and include the below list of attachments and payment.

#### Attachment Checklist:

- Business name, contact person, email & phone.
- Size of ad & whether it's for the complete season or a single concert set.
- Ad in one of these formats—PDF, INDD, TIFF or JPG. Minimum resolution for line art is 600dpi, and minimum resolution for halftones is 300dpi.
- A check for payment, or a request to call you for credit card information.