

AD FILE FORMATS ACCEPTED

- Adobe InDesign CC packaged
- Adobe Photoshop, saved as TIFF or EPS
- Adobe Illustrator CC, text converted to outlines
- Adobe Acrobat PDF (see specs below)

ACROBAT HI-RES PDF'S must have:

1. Must be saved to Press Quality or higher resolution
2. All fonts embedded (NO True Type fonts accepted).
3. The correct mode (i.e. CMYK or Grayscale). We CANNOT accept RGB or LAB or embedded color profiles (i.e. ICCprofiles).

Do not include OPI image replacement in the file. IMAGES/SCANS

- All images and files must be submitted at no less than 300 DPI when sized at 100%.
- 4-color photos must be saved in CMYK mode (not RGB).

Mechanical Requirements

(NB: non-bleed, B: bleed)

Full Page (NB): 7.25" w x 9.75" h

Full Page (B): 8.25" w x 10.75" h trim size, 8.75" x 11.25" with bleed

(V: vertical, H: horizontal)

Half Page (V): 3.5" w x 9.75" h

Half Page (H): 7.25" w x 4.75" h

Quarter Page (V): 3.5" w x 4.75" h

Quarter Page (H): 7.25" w x 2.25" h

Eight Page: 3.5" w x 2.25" h

WHAT TO INCLUDE IN YOUR EMAIL

- Print-ready ad, sized in appropriate dimensions, at no less than 300 DPI.
- The Program Book, 8.25" x 10.75", contains editorial content interspersed with advertising.
- Full color available throughout the entire book. Printed on coated stock.

Reservations

- Reservations made in order of receipt.
- Your contract secures your space.
- Rates apply to printer-ready ads and include 17 concert distribution.

Any ad layout costs will be billed to the advertiser.

·Covers and Centerfold quoted on request.

·If you would like to make a minor change to last year's ad, please contact us.

Ad must be printer-ready or production charges will be

Advertise in our book!

The Program Book will be distributed free of charge at all concerts and events during the 2018-2019 season, reaching audiences who are educated, socially engaged, and passionate about arts and culture. Our concerts attract 17,000-20,000 audience members from cities throughout New England.



ABOUT MUSIC WORCESTER

Music Worcester, Inc. is celebrating its 160th annual performing arts season.

Music Worcester presents concerts by the music world's most distinguished orchestras, soloists, dance companies and chamber and jazz ensembles at historically-significant venues around greater Worcester.

Music Education is also a top priority as community programming within the public schools actively occurs.

Music Worcester, Inc

319 Main Street, Worcester, MA 01608
508-754-3231

www.musicworchester.org



Advertise in our Program Book

2018-2019 Season
160 Years Young

Advertising that reaches
17,000-20,000 audience
members every season!



Order Contract

Ads are due August 31, 2018. Please either email to Kate Rafey, Director of Development, kate@musicworcester.org or mail to 319 Main Street, Worcester MA 01608

Company Name: _____

Mailing Address _____

City _____ State _____ Zip _____

Contact Person/Title: _____

Phone _____ E-mail _____

Price: \$ _____ Ad Size: _____ Price: \$ _____

- Use last year's ad New ad emailed/coming
- Check enclosed Send invoice Process Credit Card

Credit Card Payment Information:

Card #: _____

Exp. date: _____ CVV: _____

Program Book Ad Options

All ad prices are in color

Advertisement Size	Cost
1/8 Page	\$400
1/4 Page	\$1000
1/2 Page	\$1250
Full Page	\$1850

Why invest in the arts?

Live performing arts gives businesses an opportunity to increase branding awareness while showing community support. Partnerships between businesses and arts organizations demonstrate a region's ability to see the bigger picture; the arts are a rich part of the cultural fabric of every region.

