

### 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 PDFs 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).

### MECHANICS 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
- Eighth 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" w x 10.75" h, 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 includes distribution at 16 concerts.

Any ad layout 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 applied.

## Advertise in our book!

The Program Book will be distributed free of charge at all concerts and events during the 2021-2022 season, reaching audiences who are educated, socially engaged, and passionate about arts and culture. Our concerts attract over 20,000 audience members from cities throughout New England.



## About Music Worcester

Music Worcester, Inc. is celebrating its 163rd 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 Worcester Public Schools actively occurs.

Music Worcester, Inc.  
319 Main St, Worcester, MA 01608  
508-754-3231

**MUSICWORCESTER.ORG**



## We're back and in-person!

## THE 2021-2022 CONCERT SEASON



Reach over 20,000  
audience members  
each season!



## ORDER CONTRACT

*Ads are due September 15, 2021*

Please mail or email to Kate Rafey, Director of Development:  
319 Main St, Worcester, MA 01608  
[kate@musicworchester.org](mailto:kate@musicworchester.org)

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person/Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Price: \$ \_\_\_\_\_ Ad Size: \_\_\_\_\_

☐ Use last year's ad ☐ New ad emailed/coming

☐ Check enclosed ☐ Send invoice ☐ Process Credit Card

### Credit Card Payment Information:

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

## PROGRAM BOOK AD OPTIONS

All ad prices are in color:

### Advertisement Sizes & Costs

1/8 Page.....	\$400
1/4 Page.....	\$1000
1/2 Page.....	\$1250
Full Page.....	\$1850



## Why invest in the arts?

Sponsors and advertisers kept us going during the pandemic.

We hope you'll continue supporting the arts and culture of Central Massachusetts.