

## FILE FORMATS ACCEPTED:

- Adobe Acrobat PDF (see specs below)
- Adobe Photoshop PSD or TIFF
- High resolution JPG or PNG

## PDF REQUIREMENTS:

- Press Quality or higher resolution
- All fonts embedded
- Must be in CMYK or Grayscale mode

## IMAGES/SCANS

- All images and files must be submitted at no less than 300 DPI when sized at 100%.
- 4-color photos must be in CMYK mode.

## MECHANICS REQUIREMENTS

(NB: non-bleed, B: bleed)

- Full Page (NB): 7.5"w x 9.75"h
- Full Page (B): 8.75"w x 11.25"h

(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

## RESERVATIONS

- Reservations made in order of receipt.
- Your contract secures your space.
- Rates apply to printer-ready ads and includes distribution at 20+ events.

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. Full color available throughout the entire book.

## ADVERTISE IN OUR PROGRAM BOOK

The Program Book will be distributed free of charge at all concerts and events during the 2024 calendar year, 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 annually.



# MUSIC WORCESTER



## ABOUT MUSIC WORCESTER

Music Worcester, Inc., is celebrating its 165th 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

MUSICWORCESTER.ORG  
508-754-3231

## THE 2024 CONCERT SEASON

Reach over 20,000  
audience members  
every year.

# PROGRAM BOOK ADVERTISEMENT OPTIONS

All ad prices are in color:

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 to support the arts and culture of Central Massachusetts.

# ORDER CONTRACT

Ads are due January 26, 2024

Please mail or email to Adrien Finlay, Executive Director:

319 Main St, Worcester, MA 01608  
adrien@musicworcester.org

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

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

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

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

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

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

- |   |  |
|---|--|
| <input type="checkbox"/> Use Last Year's Ad | <input type="checkbox"/> New Ad Emailed / Coming |
| <input type="checkbox"/> Check Enclosed     | <input type="checkbox"/> Send invoice            |
|   | <input type="checkbox"/> Process Credit Card     |

### Credit Card Payment Information:

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