

WEST HARTFORD SYMPHONY ORCHESTRA

Advertising Dimensions for 2017-2018 Program

4 Color/Covers

4 Color full bleed	Inside Front Cover	5.5W x 8.5H (add 1/8" bleed)
4 Color full bleed	Inside Back Cover	5.5W x 8.5H (add 1/8" bleed)
4 Color full bleed	Back Cover	5.5W x 8.5H (add 1/8" full bleed)

B&W/Inside (MUST BE GRAY SCALE)

Full page	5" W x 8" H
3/4 page	5" W x 5.875" H
1/2 page	5" W x 3.875" H
1/4 page horizontal	5" W x 1.75" H
1/4 page vertical	2.375" W x 3.875" H

Preferred file formats are:

.qxp (Quark) .pdf (Adobe) .tif

Resizing, design and/or reformatting will result in additional charges

\$25	Reformat provided digital file
\$25	Advertiser provides camera-ready art
\$35	Design/layout B/W all text ad
\$50	Design/layout B/W all text ad + one scan
\$75	Design/full ad development

Ad pricing assumes the ad is sized and file is formatted, ready to "drop in".

Delivery instructions (for repeat ad with changed graphics)

Email digital art to mchiarappa@comcast.net with "WHSO Program Ad" in the subject line

WEST HARTFORD SYMPHONY ORCHESTRA, INC.

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