

# WEST HARTFORD SYMPHONY ORCHESTRA

## Advertising Dimensions for 2010-2011 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

Email digital art to [bethwhso@sbcglobal.net](mailto:bethwhso@sbcglobal.net) with "WHSO Program Ad" in the subject line

or

Send camera-ready art or digital art on CD to

*Beth Sweeney*  
c/o WHSO  
P.O. Box 370036  
West Hartford, CT 06137  
(860) 521-4362

WEST HARTFORD SYMPHONY ORCHESTRA, INC.

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