



# Concert Program Advertising

Last Update: 2018 11

The CCMC programs are printed as a standard booklet size (8.5 x 5.5). Ads are printed in full color and 'full bleed' do not cost extra. Your ad, depending on the show, will reach

between 500 and 1,200 patrons (estimates for the 30th season). A 25% discount is offered to non-profit organizations.

## Rates

### Single Concert Cost

Size	inside page	inside cover	back cover
Full Page	\$150	\$200	\$300
Half Page	\$100	\$125	\$175
Third Page	\$75	\$100	N/A

### Concert Season Cost

Full Page	\$300	\$400	\$600
Half Page	\$200	\$250	\$350
Third Page	\$150	\$200	N/A

## Production Details

Images must be 600 dpi at full size. Acceptable formats include JPG, PNG, PDF, Photoshop, or Indesign document.

## Dimensions

*With Borders*

*(vertical x horizontal)*

- Full Page:** 7.5 x 4.5
- Half page:** 3.5 x 4.5
- Third page:** 2.5 x 4.5
- Third page:** 4.5 x 2.5 *(not pictured)*

*Without Borders*

The bleed size must be 1/16 of an inch (0.063.) for each side of the ad that 'bleeds' over the edge of a page. No bleed is needed for the inside border. The **finished** sizes are as follows:

*(vertical x horizontal)*

- Full Page:** 8.5 x 5.5
- Half page:** 4.25 x 5.5
- Third page:** 4.25 x 3.67
- Third page:** 4.5 x 2.5 *(vertical not pictured)*

Final ad placement will be determined according to layout needs, but special requests will be considered. Creativity is encouraged ... rather than a full page, maybe your message is best communicated with two facing half pages ads.

