



# V E R M O N T S Y M P H O N Y O R C H E S T R A

2010/2011

## Concert Program Guide Advertising Rates and Specs

<p>Summer Concert Program Guide Distributed July 1 – July 10 Communities served: Chittenden Manchester Quechee Randolph Shelburne</p>	<p>Winter Concert Program Guide Distributed September – April Communities served: Barre                      Castleton                      Manchester                      Vergennes Bellows Falls              Derby Line                      Middlebury                      Warren Brandon                      Grafton                      Montpelier                      Woodstock Bradford                      Johnson                      Randolph Burlington                      Lyndonville                      Rutland</p>
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Ad	Dimensions (width x height)	Single Issue Rates		Combined Summer-Winter Rates	
		B&W	Color	B&W	Color
Back Cover	4.75 x 7.75	N/A	\$1,450	N/A	\$1,995
Inside Front/Back Cover	4.75 x 7.75	\$1,195	\$1,295	\$1,875	\$1,900
Center Page	4.75 x 7.75	N/A	\$1,125	N/A	\$1,825
Full Page	4.75 x 7.75	\$850	\$995	\$1,395	\$1,725
Half Page Horizontal	4.75 x 3.75	\$625	\$795	\$895	\$1,250
Half Page Vertical	2.25 x 7.75	\$625	\$795	\$895	\$1,250
Quarter Page Horizontal	4.75 x 1.75	\$350	\$475	\$525	\$695
Quarter Page Vertical	2.25 x 3.75	\$350	\$475	\$525	\$695
Eighth Page	2.25 x 1.75	\$250	\$350	\$425	\$500

Early payment discount of 5% available (see deadlines below). Get \$50 off when your friend buys an ad!

### SPECS

- Print quantity 7,500 for summer edition, 12,000 for winter edition
- 300-350 dpi
- Digital format preferred. Quark or PDF accepted. *Hard copy proof required for all new ads.*
- Ads should be submitted to Anne Brown at [annesbrown@mac.com](mailto:annesbrown@mac.com). Please cc [Rebecca@vso.org](mailto:Rebecca@vso.org).

DEADLINES	EARLY DISCOUNT CONTRACT & PAYMENT DUE	STANDARD PAYMENT CONTRACT DUE	COPY DUE	STANDARD PAYMENT DUE
Summer Only	March 15	May 3	May 10	May 17
Combined Summer & Winter	March 15	May 3	Summer: May 10 Winter: August 2	May 17
Winter Only	May 10	July 26	August 2	August 9

For more information, call Rebecca at (800) VSO-9293 x 13 or e-mail [Rebecca@vso.org](mailto:Rebecca@vso.org).