

2018 – 19 Playbill Advertising Form

Advertise in the Charlottesville Symphony playbill for the 6 remaining 2018-19 concerts and reach over **4,500** well-educated, high-net worth and discerning consumers in our community. Symphony concerts are selling out faster and more frequently than ever before! See attached schedule for complete concert dates.

Business Name _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

Please select the desired ad type:

Cost

<u>Type</u>	<u>Size (W x H)</u>	<small>6 remaining concerts – copy due 1/11</small>	<small>Just 1 concert pair (either Feb., March or April)</small>
<input type="checkbox"/> Full Page Black & White	4 1/2" x 7 1/2"	\$725	\$245
<input type="checkbox"/> Half Page Black & White	4 1/2" x 3 5/8"	\$390	\$130
<input type="checkbox"/> Quarter Page (Horizontal) Black & White	4 1/2" x 1 5/8"	\$225	\$75
<input type="checkbox"/> Quarter Page (Vertical) Black & White	2 1/8" x 3 5/8"	\$225	\$75

Add a 2019 Pops at the Paramount advertisement now and save 15%! Pops at the Paramount will be held on June 1, 2019.

<u>Type</u>	<u>Size (W x H)</u>	<u>Cost</u>
<input type="checkbox"/> Inside Covers & Back Cover, Color	4 1/2" x 7 1/2"	\$350
<input type="checkbox"/> Full Page Color	4 1/2" x 7 1/2"	\$300
<input type="checkbox"/> Full Page Black & White	4 1/2" x 7 1/2"	\$250
<input type="checkbox"/> Half Page Black & White	4 1/2" x 3 5/8"	\$150
<input type="checkbox"/> Quarter Page (Horizontal) Black & White	4 1/2" x 1 5/8"	\$80
<input type="checkbox"/> Quarter Page (Vertical) Black & White	2 1/8" x 3 5/8"	\$80

Payment Method:

- Check enclosed payable to **Charlottesville Symphony Society**.
- Please invoice me in January 2019. Please invoice me in April 2019.
- Please charge a credit card (Visa, MasterCard or American Express):

Number _____ Exp. Date _____ CVC _____

Name on Card _____ Billing Zip Code _____

Signature & Date _____

To reserve your ad in the remaining 6 Symphony concert playbills, please submit this form with camera-ready artwork by Friday, January 11, 2019.

Send completed form to:
 Charlottesville Symphony Society
 P.O. Box 4206, Charlottesville, VA 22905
 or bs5zy@virginia.edu.

Questions? Contact:
 Brian Simalchik
 (434) 924-3139 or
bs5zy@virginia.edu

CHARLOTTESVILLE
SYMPHONY

Society

2018 – 19 Playbill
Advertising Spec Sheet

Specs

- Only camera-ready files will be accepted. Ads must be supplied in electronic format. The following formats are acceptable: PDF, JPEG. **PDF is the preferred format**; please make sure that PDFs are press-ready (300dpi with fonts and images embedded).

Deadline

- **To reserve your ad in the remaining 6 Symphony playbills, artwork must be submitted by January 11, 2019.**
- **Email completed ads to: bs5zy@virginia.edu.**
- You may update your ad during the season. The deadlines for submitting new ad artwork are:
 - For February 16 & 17 playbills: **January 11.**
 - For March 23 & 24 playbills: **February 21.**
 - For April 27 & 28 playbills: **March 28.**

Please contact Brian Simalchik at (434) 924-3139 with any questions.

Full page (4 ½ x 7 ½")
\$725(black & white)

Half page (4 ½ x 3 ⅝")
\$390

**Quarter page vertical
(2 ⅛ x 3 ⅝")**
\$225

Quarter page horizontal (4 ½ x 1 ⅝")
\$225