

# Duluth Superior Symphony Orchestra 2011-2012 Season Advertising

## Advertising Rates (Net) for 11 Concerts

FULL COLOR	Permanent	3x Changeable (+20%)	PER BOOK
Full page bleed	\$2,743	\$3,291	(\$1,097.16)
Full page	\$2,623	\$3,148	(\$1,049.36)
1/2 page	\$1,817	\$2,180	(\$726.77)
1/3 page	\$1,550	\$1,860	(\$620.06)
1/4 page	\$1,312	\$1,575	(\$524.89)
1/6 page	\$1,104	—	—
1/8 page	\$865	—	—
Covers 2 & 3	\$2,953	—	—
Back cover	\$3,338	—	—
2-page centerfold	\$5,091	—	—

B&W	Permanent	3x Changeable (+20%)	PER BOOK
Full page bleed	\$2,331	\$2,798	(\$932.58)
Full page	\$2,230	\$2,676	(\$891.96)
1/2 page	\$1,544	\$1,853	(\$617.75)
1/3 page	\$1,318	\$1,581	(\$527.05)
1/4 page	\$1,115	\$1,338	(\$446.15)
1/6 page	\$939	—	—
1/8 page	\$735	—	—

### Ticket Envelope

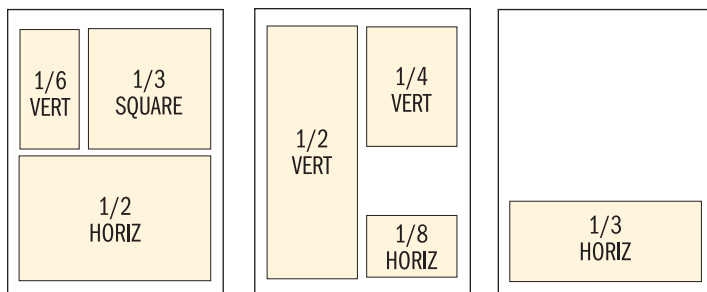
Envelope cover	\$703	*Must purchase full season advertising to be able to place coupon in ticket envelope
Envelope coupon	\$433*	

## Closing Dates

Issue	Space Reservation	Digital Deadline	Concerts Included
Program Book 1	July 25, 2011	August 1, 2011	September 17, October 1, November 5, November 19
Program Book 2	October 14, 2011	October 21, 2011	January 21, February 11, March 24, March 31
Program Book 3	February 3, 2012	February 10, 2012	April 14, April 28, May 19

## Ad Sizes

	Dimensions (in inches)
Full page	<ul style="list-style-type: none"> <li>Trim size = 8.5w x 11h</li> <li>Bleed size = 8.75w x 11.25h</li> <li>Live area = 7.625w x 10h</li> </ul>
1/2 page	<ul style="list-style-type: none"> <li>Vertical = 3.75w x 10h</li> <li>Horizontal = 7.625w x 4.917h</li> </ul>
1/3 page	<ul style="list-style-type: none"> <li>Square = 4.917w x 4.917h</li> <li>Horizontal = 7.625w x 3.1875h</li> </ul>
1/4 page	<ul style="list-style-type: none"> <li>Vertical = 3.75w x 4.917h</li> </ul>
1/6 page	<ul style="list-style-type: none"> <li>Vertical = 2.582w x 4.917h</li> </ul>
1/8 page	<ul style="list-style-type: none"> <li>Horizontal = 3.75w x 2.375h</li> </ul>
2-page centerfold	<ul style="list-style-type: none"> <li>Trim size = 17w x 11h</li> <li>Bleed size = 17.5w x 11.25h</li> </ul>



## Publication Specifications

The DSSO's program is offset printed with full-color covers and saddle stitched. Programs are a mix of b&w and color pages. We require all ads to be submitted in a digital format; ads submitted incorrectly may incur additional production charges to correct the files. Image resolution must be 300 ppi; convert all color images from RGB to CMYK mode.

If you need assistance with putting together an ad, we can direct you to our program designers, who will create your ad for a very reasonable fee.

### Submitting Ads

**Email ads to [ads@dssso.com](mailto:ads@dssso.com)** Files larger than 10 megabytes must be sent using a file transfer service or submitted on CD and delivered to the DSSO at the address below.

### Accepted File Formats

**PDE, TIF, and JPG files must be 300 ppi resolution.**

### Contact

**Barb Darland, Marketing Director**  
(218) 623-3773 or [bdarland@dssso.com](mailto:bdarland@dssso.com)

**Tracy Link, Advertising Sales**  
(218) 310-0599 or [tlink@dssso.com](mailto:tlink@dssso.com)

As a special thank you to our advertisers, we provide two complimentary ticket vouchers to a concert of your choice.