

# Duluth Superior Symphony Orchestra 2010-2011 Season Advertising

## Advertising Rates (Net) for 12 Concerts

FULL COLOR	Permanent	3x Changeable (+20%)
Full page bleed	\$2,663	\$3,195
Full page	\$2,547	\$3,057
1/2 page	\$1,764	\$2,117
1/3 page	\$1,505	\$1,806
1/4 page	\$1,274	\$1,528
1/6 page	\$1,072	—
1/8 page	\$840	—
Covers 2 & 3	\$2,867	—
Back cover	\$3,241	—
2-page centerfold	\$4,943	—

B&W	Permanent	3x Changeable (+20%)
Full page bleed	\$2,263	\$2,716
Full page	\$2,165	\$2,598
1/2 page	\$1,499	\$1,799
1/3 page	\$1,279	\$1,535
1/4 page	\$1,083	\$1,299
1/6 page	\$911	—
1/8 page	\$714	—

### Ticket Envelope

Envelope cover	\$683
Envelope coupon	\$420*

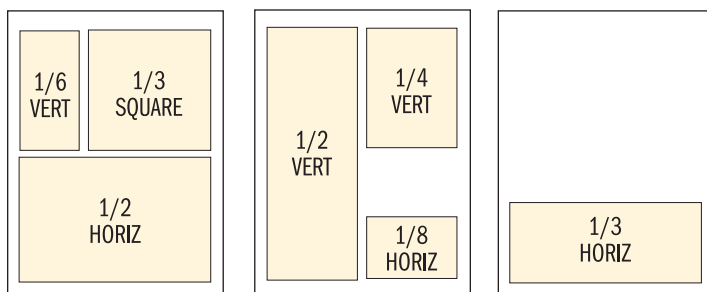
\*Must purchase full season advertising to place coupon in ticket envelope

## Closing Dates

Issue	Space Reservation	Digital Deadline	Concerts Included
Program Book 1	July 23, 2010	August 6, 2010	September 25, October 16, October 30
Program Book 2	October 1, 2010	October 15, 2010	November 13, January 22, February 12
Program Book 3	January 14, 2011	January 28, 2011	March 26, April 9, April 30, May 21

## 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 a full-color cover, and saddle stitched and trimmed to 8.5 x 11 inches. B&W pages are printed at 133 line screen; 4-color process pages at 150 line screen. Please remember to convert all hi-res photos from RGB to CMYK mode.

We require all ads to be submitted in a digital format. Ads submitted incorrectly may incur additional production charges to correct the files. All ads should include a hard copy of the ad. Color ads should include a color proof.

### Submitting Ads

**Ads may be emailed to [ads@dssso.com](mailto:ads@dssso.com)**

Ad files larger than 10 megabytes should be submitted on CD and mailed to the DSSO at the address below.

### Accepted File Formats

**PDF, 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)**

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

331 West Superior Street, Suite 100, Duluth MN 55802  
 Tickets 218-623-DSSO (3776) | [www.dssso.com](http://www.dssso.com)



MARKAND THAKAR, Music Director