

# Duluth Superior Symphony Orchestra 2009-2010 Season Advertising

## Advertising Rates (Net) for 12 Concerts

FULL COLOR	Permanent	3x Changeable (+20%)
Full page bleed	\$2,536	\$3,043
Full page	\$2,426	\$2,911
1/2 page	\$1,680	\$2,016
1/3 page	\$1,433	\$1,720
1/4 page	\$1,213	\$1,455
1/6 page	\$1,021	—
1/8 page	\$800	—
Covers 2 & 3	\$2,730	—
Back cover	\$3,087	—
2-page centerfold	\$4,708	—

B&W	Permanent	3x Changeable (+20%)
Full page bleed	\$2,156	\$2,586
Full page	\$2,062	\$2,474
1/2 page	\$1,428	\$1,714
1/3 page	\$1,218	\$1,462
1/4 page	\$1,031	\$1,237
1/6 page	\$867	—
1/8 page	\$680	—

### Ticket Envelope

Envelope cover	\$650
Envelope coupon	\$400*

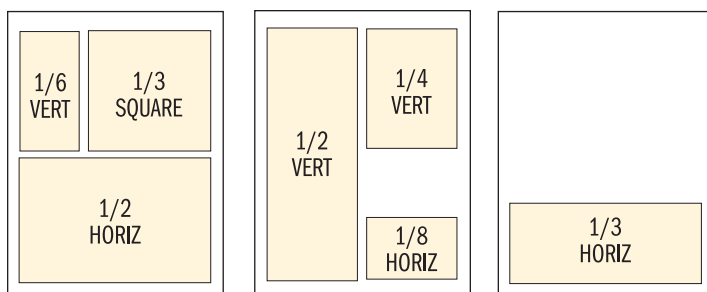
\*Must purchase full season advertising to place coupon in ticket envelope

## Closing Dates

Issue	Space Reservation	Digital Deadline	Concerts Included
Program Book 1	June 23, 2009	July 7, 2009	September 26, October 10, October 24, November 14
Program Book 2	October 6, 2009	October 20, 2009	December 6, December 31, January 23, February 13
Program Book 3	January 5, 2010	January 19, 2010	March 6, April 17, May 15, 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 on 70 lb. text with an 80 lb. full-color cover, 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) 733-7578 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.