

Duluth Superior Symphony Orchestra 2015-16 Season Rate Sheet



Advertising Rates

Color	3-program books	3-program books with Special Summer Edition	One book only
Full page	\$2750 (916)*	\$3574 (894)*	\$1,100
1/2 page	\$1900 (633)*	\$2468 (617)*	\$730
1/3 page	\$1600 (533)*	\$2080 (520)*	\$620
1/4 page	\$1350 (450)*	\$1755 (439)*	\$525
1/6 page	\$1125 (375)*	\$1460 (365)*	
1/8 page	\$900 (300)*	\$1170 (292)*	
Covers 2 & 3	\$2950 (983)*	\$3840 (960)*	
Back Cover	\$3350 (1117)*	\$4350 (1088)*	
2- page center spread	\$5100 (1700)*	\$6630 (1658)*	

Black & White

Full page	\$2330 (777)*	\$3030 (758)*	\$935
1/2 page	\$1550 (517)*	\$2015 (504)*	\$618
1/3 page	\$1320 (440)*	\$1715 (429)*	\$527
1/4 page	\$1115 (372)*	\$450 (363)*	\$446
1/6 page	\$940 (313)*	\$1220 (305)*	
1/8 page	\$735 (245)*	\$955 (239)*	

*(per book rate)

Closing Dates

Issue	Space Reservation	Art Submission	Concerts Included
Special Summer Edition	May 5, 2015	May 12, 2015	Includes all special events and fundraisers
Program Book #1	Aug. 14, 2015	Aug. 21, 2015	Includes three concerts
Program Book #2	Oct. 16, 2015	Oct. 23, 2015	Includes four concerts
Program Book #3	Feb. 5, 2016	Feb. 12, 2016	Includes three concerts

Publication Specifications

The DSSO's program is offset printed with full-color covers and a mix of b&w and color text 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 dssoads@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 Format

PDF files must be 300 ppi resolution.

Contact

Jeff Elliott, Ad Manager & Sales Representative
218-623-3784
dssoads@dssso.com

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

Ad Sizes (Note: New Ad Sizes!)

Full page	<ul style="list-style-type: none"> Trim size = 8.25w x 10.75h Bleed size = 8.5w x 11h No bleed size = 7.5w x 9.75h
1/2 page	<ul style="list-style-type: none"> Vertical - 3.6563w x 9.75h Horizontal = 7.5w x 4.7813h
1/3 page	<ul style="list-style-type: none"> Square = 4.525w x 4.525h Horizontal = 7.5w x 3.125h
1/4 page	<ul style="list-style-type: none"> Vertical = 3.6563w x 4.7813h
1/6 page	<ul style="list-style-type: none"> Vertical = 2.3906w x 4.7813h
1/8 page	<ul style="list-style-type: none"> Horizontal = 3.6563w x 2.2969h
2-page centerfold	<ul style="list-style-type: none"> Trim size = 16.5w x 10.75h Bleed size = 16.75w x 11h No bleed size = 15.75w x 9.75h

