

# Duluth Superior Symphony Orchestra 2018-2019 Season Rate Sheet



## Advertising Rates

Color	3-program books	3-program books with Special Summer Edition	One book only
Full page	\$2805 (935)*	\$3646 (912)*	\$1122
1/2 page	\$1938 (646)*	\$2518 (630)*	\$745
1/3 page	\$1632 (544)*	\$2122 (531)*	\$633
1/4 page	\$1377 (459)*	\$1791 (448)*	\$535
1/6 page	\$1148 (383)*	\$1490 (373)*	
1/8 page	\$918 (306)*	\$1173 (294)*	
Covers 2 & 3	\$3010 (1003)*	\$3917 (980)*	
Back Cover	\$3417 (1139)*	\$4437 (1110)*	
2- page center spread	\$5202 (1734)*	\$6763 (1691)*	

### Black & White

Full page	\$2376 (792)*	\$3090 (773)*	\$954
1/2 page	\$1581 (527)*	\$2055 (514)*	\$631
1/3 page	\$1347 (449)*	\$1750 (438)*	\$550
1/4 page	\$1138 (285)*	\$1480 (370)*	\$455
1/6 page	\$959 (320)*	\$1245 (312)*	
1/8 page	\$750 (250)*	\$975 (244)*	

\*(per book rate)

## Closing Dates

Issue	Space Reservation	Art Submission	Concerts Included
Fall Issue	Sept 20, 2018	Sept 24, 2018	three concerts
Winter Issue	Nov 15, 2018	Nov 19, 2018	four concerts
Spring Issue	Feb 21, 2019	Feb 25, 2019	three concerts
Summer Edition	June 3, 2019	June 10, 2019	all special events

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

