



Advertising Rates

Color	2-program books	2-program books with Special Edition	One book only
Full page	\$2805 (1403)*	\$3646 (1215)*	\$1590
1/2 page	\$1938 (969)*	\$2518 (839)*	\$1068
1/3 page	\$1632 (816)*	\$2122 (707)*	\$905
1/4 page	\$1377 (689)*	\$1791 (597)*	\$765
1/6 page	\$1148 (574)*	\$1490 (497)*	
1/8 page	\$918 (459)*	\$1173 (391)*	
Covers 2 & 3	\$3010(1505)*	\$3917(1306)*	
Back Cover	\$3417 (1709)*	\$4437 (1479)*	
2- page center spread	\$5202 (2601)*	\$6763 (2254)*	

Black & White

Full page	\$2376 (1188)*	\$3090 (1031)*	\$1350
1/2 page	\$1581 (796)*	\$2055 (685)*	\$895
1/3 page	\$1347 (674)*	\$1750 (583)*	\$775
1/4 page	\$1138 (569)*	\$1480 (493)*	\$739
1/6 page	\$959 (480)*	\$1245 (415)*	
1/8 page	\$750 (375)*	\$975 (325)*	

*(per book rate)

Closing Dates

Issue	Space Reservation	Art Submission	Concerts Included
2019/2020 Vol. 1	Sept 17, 2019	Sept 20, 2019	four concerts
2019/2020 Vol. 2	Jan 14, 2020	Jan 17, 2020	five concerts
Special Edition	June 2, 2020	June 5, 2020	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@dssocom. 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@dssocom

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

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

