

# 2017-2018 SEASON Concert Program Advertising Agreement

## SPECIAL RATES ONLY AVAILABLE UNTIL JULY 1, 2017

All ads run in every concert program (15 total performances)  
from November 2017 through May 2018

- CRESCENDO - \$1,750**  
(back cover, inside front and back cover, if available)  
Full-page concert program ad, four tickets to the concert of your choice, free valet parking for one vehicle, promotion at summer music camp
- ALLEGRO - \$1,350 (same as last year)**  
Full-page concert program ad with preferred placement, two concert tickets, free valet parking for one vehicle, promotion at summer music camp
  - Full-page ad only - \$1000
- MARCATO - \$750 (was \$775)**  
Half-page concert program ad, promotion at summer music camp
  - Half-page ad only - \$500
- ADAGIO - \$450 (was \$475)**  
Quarter-page concert program ad and promotion at summer music camp
  - Quarter-page ad only - \$300 (same as last year)
- ENSEMBLE PAGE - New this year!**  
4 to 5 ads per page. \$250 per ad.  
See Ensemble form for details.

- Repeat previous ad    Supplying new ad    Need ad created  
**SEE ATTACHED AD SPECIFICATION SHEET**

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Contact Name for ad \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Ensemble Page Name \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

Mastercard    Visa    Discover   Amount \$ \_\_\_\_\_

Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name and address on card (if different than above)  
\_\_\_\_\_  
\_\_\_\_\_

- Check enclosed   # \_\_\_\_\_ Amount \$ \_\_\_\_\_  
(please make checks payable to The Venice Symphony)

### MAILING ADDRESS:

Program Book, The Venice Symphony,  
PO Box 1561, Venice, FL 34284

**THIS CONTRACT IS ALSO YOUR INVOICE.  
PLEASE RETAIN A COPY FOR YOUR RECORDS!**



7 CONDUCTORS 7 CONCERTS  
**FINDING  
Maestro!**  
2017-2018  
SEASON



**AT THE VENICE PERFORMING ARTS CENTER**  
1 Indian Avenue on Venice Island



Stephen Case

### BOX OFFICE:

230 S. Tamiami Trail, Suite 3A • Venice, FL 34285  
941-207-8822 • TheVeniceSymphony.org

### SUBMITTING an AD?

**...please read this important information BEFORE you create and submit your ad:**

The Venice Symphony has again teamed up with Purple Graphic Design to manage our concert programs. With years of experience in ad layout and publication design, Judy Purple has the expertise to get the job done.

#### Program Ad Specifications:

- FULL-PAGE (*full bleed*): 5.75"w x 8.75"h.  
Trim size for program is 5.5"w x 8.5"h.  
Please keep live area within 4.75"w x 8"h.
- FULL-PAGE (*no bleed*): 4.75"w x 7.75"h.  
Allows for top and side margins and page number at bottom.
- HALF-PAGE: 4.75"w x 3.75"h
- QUARTER-PAGE *vertical* 2.25"w x 3.75"h
- QUARTER-PAGE *horizontal* 4.75"w x 1.875"h
- ENSEMBLE 3.127"w x 1.787"h  
See Ensemble form for complete details.

#### Print quality PDF preferred, 300dpi, CMYK. TIFF, JPEG and EPS files also accepted.

- Please make sure your ad is the correct size. Refer to the mechanicals for exact dimensions.  
**Please do not simply s-t-r-e-t-c-h your ad to fit.**
- Please make sure your ad is the correct resolution. Ads must be at least 300 dpi for publication at finished size.  
**If your ad is less than 300 dpi, please do not simply increase the resolution, as that can result in jaggy type or images.**
- Please submit your ad in the correct document format.  
**We cannot accept ads created in Publisher or Word documents for publication.**

**E-mail your finished ad or any questions about supplying an ad  
to Judy Purple at purplegraf@verizon.net  
(please include "Venice Symphony" in the subject line)**

### I Want to ADVERTISE...but I Don't Have an Ad!

Just supply your logo, photos, company name, contact info and your message. Purple Graphic Design will take it from there!

Artwork and copy can be submitted by email. Please attach images at 300 dpi or higher, attach copy in a Word.doc, or pasted into the body of the email.

**No web images, please!**

Starting at \$35, ad design will be priced on an individual basis based on ad size and complexity.

**Ads will be billed directly to our advertisers and must be paid before the program goes to press.**

### Have an Ad...Need Changes?

Simple updates to ads from past programs, (phone numbers or addresses) are free of charge. Email for pricing on more complex changes.

**Email artwork & copy to purplegraf@verizon.net  
or request ad design pricing  
(please include "Venice Symphony" in the subject line)**

