

BERKELEY SYMPHONY

DEADLINES and SPECS for PROGRAM ADS 2011-12 season

AD DEADLINE CONCERT DATES:

JANUARY 5

For Jan27 & Apr 26 CONCERTS

AUGUST 15

For FALL CONCERTS

We can accept CDs, or via e-mail.

The program designer is ANDREAS JONES Email ads to him at agraphics@earthlink.net

Tech questions? Email Andreas or phone 658-9811 ext.112

If the file to email is over 8 megabytes large, use the free online ftp service "You Send It" at www.yousendit.com

Or deliver, in person or by mail, a CD with the ad (include a laser proof) to:

Berkeley Symphony, 1942 University Ave. #207 Berkeley CA 94704 (510) 841-2800

Please email or call Andreas to let him know your ad will be at the BSO office.

If submitting ads digitally is a problem, or if you have tech questions, phone Andreas 658-9811 ext. 112

Advertisement in the forms described must be received by AD DEADLINE or a \$35 fee will be incurred.

FORMAT: ALL ADS B&W (except cover ads) in the following applications:

- In Design (up to version 5.0—CS3) • Illustrator Files (up to version 13.0—CS3)
- Quark Xpress (up to version 5.0) • Freehand files (up to version 8.0)
- Pagemaker (up to version 6.5) • PDFs must be Illustrator editable (see page 2)

Native files with fonts and links can be supplied for Mac file versions listed above—but pdfs using workflow instructions on page 2 preferred. For more recent software, or PC files, page 2 workflow instructions must be followed.

REMEMBER:

- Ad must have a border, and the ad, including the border, must be within the measurements
- Line Screen 150 lines per inch so all greyscale images (photos) should be at least 300 pixels per inch
- Line art should be at least 800 pixels per inch
- If not supplying pdf, all fonts and linked files must be included on disk, and laser proof must be included.

SIZES hz x vt SIZES hz x vt

Full Page 4.75 x 7.25

THIRD Pg Hz 4 3/4 x 2 1/4

2/3 Pg 4.75 x 4.75

THIRD Pg Vt 2.25 x 4.75

1/2 Pg Vt 2.25 x 7.25

Dining Guide 4.75 x 2.00

1/2 Pg Hz 4 3/4 x 3 1/2

SIXTH pg 2.25 x 2.25

COVERS; TRIM: 5 1/2 x 8 1/2; BLEED: ADD 1/4" ALL AROUND

NOTE: ADDITIONAL \$300.00 FOR BLEED (\$100 per printing x 3 programs)

If you want us to design and produce your ad, please contact Andreas Jones agraphics@earthlink.net

WORKFLOW INSTRUCTIONS

If you are using InDesign, do as follows:

- 1) Outline all fonts in the InDesign file (“Create Outlines” in type menu)
- 2) Export as an eps file
- 3) Open in Illustrator
- 4) Make sure that when you “find font” there are no fonts in the file—if there are any blank spaces, remove them using “Show hidden characters” to find them.
- 5) Save as an Illustrator pdf file. Make sure you have “preserve illustrator editing capability” checked, and make the file Acrobat 5 compatible.
- 6) Send the illustrator pdf ***and any linked images, even though they are embedded in the pdf.***

If using Illustrator:

- 1) Outline all the fonts (“Create Outlines” in type menu)
- 4) Make sure that when you “find font” there are no fonts in the file—if there are any blank spaces, remove them using “Show hidden characters” to find them.
- 5) Save as an Illustrator pdf file. Make sure you have “preserve illustrator editing capability” checked, and make the file Acrobat 5 compatible.
- 6) Send the illustrator pdf ***and any linked images, even though they are embedded in the pdf.***

If using Quark:

Either:

- 1) Back save to Quark 5 and include fonts and links as well as the Quark 5 file and a pdf of the ad, or
- 2) Export as an eps, open in Illustrator and follow the instructions for Illustrator.

NOTE: If you are designing this on a PC you must follow #2.

If using Freehand:

Outline all fonts

Backsave to Freehand 8.0

Send the Freehand file ***and any linked images, even if they are embedded in the file.***