



Ad Submission Schedule 2019-20 Season

DEADLINE CONCERT

March 5 Mar 26

April 20 May 14

B&W ads can be revised for each concert as per the deadline above.

Free design of your initial ad. Additional full design \$79.00

SPECS

- If submitting your own ad, it must be in the form described below and must be received by AD DEADLINE or a \$35 fee will be incurred.
- FORMAT: Press pdf
- Ads in Black & White unless special arrangement and rate have been made for color.
- Full page color ads can bleed.
- Ad must have a border, and the ad, including the border, must be the exact ad dimensions specified below.
- The program is printed with a 150 lines per inch screen, so all images (photos) should be at least 300 pixels per inch at print size.
- Line art should be at least 800 pixels per inch at print size.
- Color ads are pre-printed for the season and cannot be changed.
- Text changes *gratis*. Redesign \$79.00

The program designer is ANDREAS JONES.

Email ads to Andreas and copy John:

GrafikBezirk@gmail.com, SymphonyPartner@BerkeleySymphony.org

Tech questions? GrafikBezirk@gmail.com

AD SIZES

FULL 4.75" HZ X 7.25" VT

HALF 4.75" HZ X 3.50" VT

THIRD 4.75" HZ X 2.25" VT (Horizontal ad)

THIRD 2.25" VT X 4.75" HZ (Vertical ad)

SIXTH 2.25" X 2.25"