



## AD SPECS

### DEADLINES

Concert	Ad Deadline
Sun Apr 2	Wed Mar 15
Sun Jun 4	Wed May 17

### SPECS

- Initial Ad Design is included at no charge.
- Free text changes.
- Format is Press PDF
- Ads must have a border.
- Ad must be to the exact ad dimensions below *including the border*.
- Ads in Black-and-White unless color is purchased.
- Color ads can now be changed with each program.
- Images and photos at least 300 pixels/inch at print size.
- Program printed at 150 lines/inch screen
- Line art should be at least 800 pixels per inch at print size.
- We can redesign your ad for \$79.00

### DELIVERY

The program designer is Andreas Jones.

Email ads [GrafikBezirk@gmail.com](mailto:GrafikBezirk@gmail.com), [BusinessPartners@BerkeleySymphony.org](mailto:BusinessPartners@BerkeleySymphony.org)

Tech questions? [GrafikBezirk@gmail.com](mailto:GrafikBezirk@gmail.com)

### SIZES

FULL PAGE	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)
Dining Guide	4.75" HZ	X	2.00" VT
SIXTH	2.25" HZ	X	2.25" VT