

# RATE CARD

## Michigan Philharmonic Concert Program Advertise in the 2015-2016 Concert Program

Contact for ad Sales: e-mail [ads@michiganphil.org](mailto:ads@michiganphil.org)  
or call 734.451.2112

- Reasonable prices, outstanding name recognition, free tickets AND support the Arts!
- Full Color 8.5 x 11 Magazine-style Program Book.
- Your single ad placement runs through our entire season, beginning September 2015 - May 2016.
- The Michigan Philharmonic performs concerts throughout Southeastern Michigan reaching audiences of over 25,000 each season.
- Ask about our Early Bird Discount.

### The Michigan Philharmonic

- Celebrating 70 years of extraordinary music performing through Southeast Michigan from Brightont to Detroit.
- Winners of 7 National ASCAP awards from the League of American Orchestras, the American Prize and the Detroit Knight Arts Challenge.
- Music Director & Conductor Nan Washburn- First place winner of prestigious American Prize for Professional Orchestras.
- "Spend an evening with Michigan Phil." For tickets and more information, please visit [www.michiganphil.org](http://www.michiganphil.org) or call 734.451.2112.



Nan Washburn, Music Director & Conductor

*Celebrating 70 Years of Extraordinary Music*

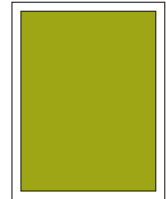
### AD SIZES

■ All ads full color	
Inside First Page	\$2250
Inside Back Cover (bleeds)	\$2200
Full Page	\$2000
Half Page	\$1200
Quarter Page	\$750
Eighth Page	\$400

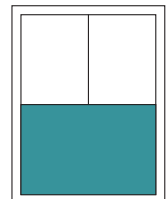
### Deadlines and Requirements

- All ads full color.
- Ad reservation due: July 31, 2015.
- Ad submission due: August 15, 2015.
- Advertiser to provide electronic file of final, "camera ready" advertising materials.
- Ad Requirements: ads accepted in electronic formats. Convert all type to outlines/paths; convert colors to CMYK. Files: pdf, tif, jpg. Resolution 300+ dpi.
- Full page dimensions:  
Page trim 8.5" wide x 11" high  
Live area 7.5" wide x 10" high  
Bleed 8.75" high x 11.25" high
- Advertisers may use our creative services to create advertising materials at a cost of 20% of the ad placement cost.

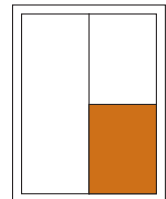
### PAGE SIZES



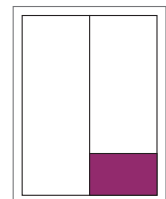
Full Page - Page trim  
8.5 x 11, live area 7.5 x 10,  
bleed 8.75 x 11.25



Half Page  
7.5 x 5, or 3.625 x 10



Quarter Page  
3.625 x 5



Eighth Page  
3.625 x 2.375



# ADVERTISING FORM

## Michigan Philharmonic 2015-2016 Season Advertisement Agreement and Insertion Order

Contact for Ad Sales: e-mail [ads@michiganphil.org](mailto:ads@michiganphil.org) or call 734.451.2112

Ad placement runs through our entire season, beginning September 2015 - May 2016.

Advertiser/Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Ad provided: \_\_\_\_\_ Contact for art: \_\_\_\_\_

Ad Design Needed (additional cost is 20% of ad placement cost): \_\_\_\_\_

Size of Ad	Dimension Season - width x height	Cost	Notes/Ad design costs
<input type="checkbox"/> Inside First Page	Trim: 8.5 x 11 with bleed 8.75 x 11.25	\$2250	
<input type="checkbox"/> Inside Back Cover	Trim: 8.5 x 11 with bleed 8.75 x 11.25	\$2200	
<input type="checkbox"/> Full Page - inside	Trim: 8.5 x 11 with bleed 8.75 x 11.25	\$2000	
<input type="checkbox"/> Half Page Horizontal	7.5 x 5	\$1200	
<input type="checkbox"/> Half Page Vertical	3.625 x 10	\$1200	
<input type="checkbox"/> Quarter Page	3.625 x 5	\$750	
<input type="checkbox"/> Eighth Page	3.625 x 2.375	\$400	

**AD RESERVATION DEADLINE: July 31, 2015. Fax this form to 734.416.4267 to reserve your space.**

**Ad submission deadline: August 15, 2015**

Questions about ad requirements please contact Julie Nyhus at [jnyhus@mac.com](mailto:jnyhus@mac.com), or phone 734.416.0361.

Please submit final ad via e-mail to [jnyhus@mac.com](mailto:jnyhus@mac.com)

or send art on disc to Michigan Philharmonic, PO Box 6379, Plymouth, MI 48170

### Payment Information:

Size of Ad (Horizontal or Vertical): \_\_\_\_\_ MC/Visa/Amex #: \_\_\_\_\_

Cost: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec. Code #: \_\_\_\_\_

Terms:  by credit card  by check in full Signature: \_\_\_\_\_

Check payable to Michigan Philharmonic Print Name: \_\_\_\_\_

The Michigan Philharmonic is authorized to insert the above-described advertising. Advertiser is responsible for copy submission, and is paying for space reservation. If no copy or ad is submitted by the above deadlines, advertiser agrees to pay for reserved ad space listing advertiser's name, address, telephone number and support for the Symphony.

Contact for ad Sales: e-mail: [ads@michiganphil.org](mailto:ads@michiganphil.org), or call: 734.451.2112

Michigan Philharmonic ■ PO Box 6379 ■ Plymouth, MI 48170 ■ Phone: 734.451.2112 ■ Fax: 734.416.4267