



April 25, 2017

Dear Business Owner,

The Rogue Valley Symphony would like to invite you to promote your business by advertising in our 2017-2018 Masterworks Season Programs. As part of our 50th Anniversary celebrations, we have increased the length of our season by three concerts. With sold-out performances in Ashland, Medford, and Grants Pass, our programs reach a broad market throughout the Southern Oregon region. Your advertisement will reach more than 11,000 people.

Our loyal concert patrons are great supporters of the arts. They appreciate and patronize businesses that also support the arts in our community.

If you would like to purchase ad space in our concert program, please reserve your space by completing the enclosed advertising contract and returning it to us by July 1, 2017.

We hope you will consider supporting our local and live presentations of classical music. Please feel free to contact us at (541) 708-6401 or at office@rvsymphony.org. Further information about our season is available on our website at rvsymphony.org.

Sincerely,

A handwritten signature in black ink that reads 'Will Scharen'. The signature is fluid and cursive, with a prominent 'W' and 'S'.

Will Scharen
Executive Assistant and Advertising Manager
Rogue Valley Symphony

Program Advertising Rates

Masterworks Series Concert Programs

2017-2018

10,500 copies per year, distributed at 15 concerts, October through May

	Size (inches)	Price
Quarter page horizontal	4¾ x 1⅞	\$ 300
Quarter page vertical	2¼ x 3¾	\$ 300
Half page horizontal	4¾ x 3¾	\$ 600
Half page vertical	2¼ x 7¾	\$ 600
Full page	4¾ x 7¾	\$ 1,000
First or last inside page	4¾ x 7¾	\$ 1,500
Inside Covers	4¾ x 7¾	\$ 2,000
Outside Back Cover	4¾ x 7¾	\$ 3,000

Camera-ready

Prices shown are for camera-ready ads. "Camera-ready" means your ad can be printed as is, with no changes.

Technical specs

No bleeds, 85–100 line screen. Electronic (.pdf, .jpg, .tiff) or black-and-white paper positive.

Ads run October through May for the whole season.

Payment options

Payment may be cash, check, MasterCard, Visa, Discover or monthly installments. Statements mailed quarterly. Final Payment due August 15th, 2017, unless prior arrangements have been made.

Need design help?

We will be happy to help you update your old ad or design a new ad for you.

Start from scratch

Quarter page	\$45
Half page	\$65
Full page	\$80

Make minor update changes

Quarter page	\$25
Half page	\$30
Full page	\$35

FINAL COPY DEADLINE – July 31, 2017

Quarter Page Horizontal
 $4\frac{3}{4}'' \times 1\frac{7}{8}''$

Half Page Horizontal
 $4\frac{3}{4}'' \times 3\frac{3}{4}''$

Quarter Page Vertical
 $2\frac{1}{4}'' \times 3\frac{3}{4}''$

Half Page Vertical
 $2\frac{1}{4}'' \times 7\frac{3}{4}''$

Full Page
 $4\frac{3}{4}'' \times 7\frac{3}{4}''$

Advertising Contract

2017-2018 Season · Masterworks Series Concert Program

Final Deadline: July 31, 2017

BUSINESS NAME		
MAIL ADDRESS		
PHONE	FAX	EMAIL
CONTACT		FOR RVS
SIGNED		DATE

Full Page

- Outside back cover \$3,000
- Inside back cover \$2,000
- Inside front cover \$2,000
- First inside page \$1,500
- Last inside page \$1,500
- Other full page \$1,000

Other Sizes

- Half page vertical \$600
- Half page horizontal \$600
- Quarter page vertical \$300
- Quarter page horizontal \$300

Typesetting

- New, camera-ready N/A
- Same as last year N/A
- Some changes \$25-35
- Set whole ad \$45-80

Cost

Cost of space \$ _____
Typesetting \$ _____
TOTAL DUE \$ _____

Payment

- Check \$ _____
- Visa/MC _____ Exp _____
- Bill me
- In kind _____

Please proof your ad carefully . . . we print what we receive.

.....: COPY INSTRUCTIONS :.....