



SANTA ROSA SYMPHONY

50 Santa Rosa Ave., Suite 410 Santa Rosa, CA 95404 TEL: 707 546-7097 ext. 218 EMAIL: bfox@srsymphony.org

2024-2025 Advertising Specification Sheet

Please give this to the person who will be designing your ad.

PROGRAM AD SIZES & RATES

Ad Size	Color	B&W
1/4 Page - Vertical 2 5/16" w x 3 11/16" h	\$1,150	\$930
1/4 Page - Horizontal 4 3/4" w x 1 13/16" h	\$1,150	\$930
1/2 Page - Vertical 2 5/16" w x 7 1/2" h	\$1,850	\$1,450
1/2 Page - Horizontal 4 3/4" w x 3 11/16" h	\$1,850	\$1,450
Full Page		
4 3/4" w x 7 1/2" h (no bleed)	\$2,650	N/A
5 3/4" w x 8 3/4" h (with bleed)		
Inside Front Cover 5 3/4" w x 8 3/4" h	\$3,400	N/A
Inside Back Cover 5 3/4" w x 8 3/4" h	\$3,200	N/A
Outside Back Cover 5 3/4" w x 8 3/4" h	\$4,200	N/A
Center Spread 11 1/4" w x 8 3/4" h	\$5,400	N/A

Trim size is 5 1/2" x 8 1/2" Bleed is 1/8"

ADVERTISING CONTACT

Brenda Fox - Director of Marketing & Patron Services

Phone: (707) 546-7097, ext. 218

Email: bfox@srsymphony.org

DEADLINES

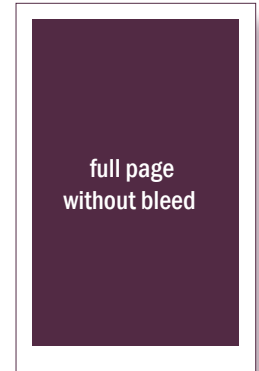
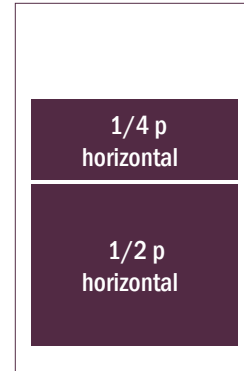
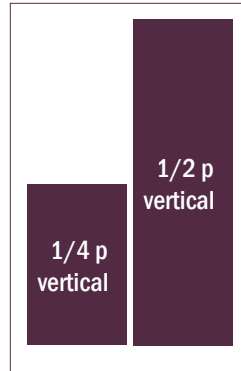
Space Reservation: Thursday, June 20, 2024

(send signed contract & 50% deposit)

Artwork Due: Friday, July 19 2024

Balance Due: Friday, September 13, 2024

Publication Date: Saturday, October 19, 2024



ELECTRONIC FILE REQUIREMENTS

All ads need to conform to the following specifications.

Design services are NOT included in the advertising rate. If you do not have a designer, the Symphony can arrange for design assistance at an additional rate of \$90 per hour.

- Black and white ads should contain only black and white type and images and color ads should contain only CMYK type and images.
- All ads should be submitted as print-resolution PDFs.
 - All text and images should be embedded within the PDF.
 - Any images within the ad should be no less than 300 dpi at 100%.
 - Be sure that "no color conversion" is selected when you create your PDF, otherwise the process of creating the PDF can add color to your black and white ad.
- Make sure the title of your PDF matches the name of your business (or advertiser) rather than "Santa Rosa Symphony".
- Send your electronic file to the Symphony.
 - If the size of your file is larger than 9 MB, please send it via DropBox.
 - If your PDF file is smaller than 9 MB, please send as an email attachment to: bfox@srsymphony.org.

A glossary of terms is provided on the opposite side of this form for non-professional designers.

A note for the non-professional designer

If you decide to create your own ad, you will need to have specific tools and understand the following printing terms:

THE TOOLS YOU WILL NEED

A computer

A photo editor (like PhotoShop) that will:

1. show you the resolution of an image
2. the color space the image is in
3. allow you to convert to a color space

Layout software (like InDesign, PageMaker ...)

A PDF creator (like Adobe Acrobat)

1. with control over the conversion resolution
2. the ability to embed fonts
3. and control over the color space

An understanding of the software you will be using

THE TERMS YOU NEED TO UNDERSTAND

Bleed: If you are preparing a full page ad, and you want the image to run to the edge of the page, you will need to add a “bleed”, or an additional $\frac{1}{8}$ " beyond the edge of the page (or trim size).

Color space: In order to print your ad, colors are broken into plates that fit on a printing press. If your ad is in color, those plates will be C (cyan), M (magenta), Y (yellow) and K (black) or CMYK. A total of four plates, no more or less. If your ad is black and white you will only have one plate which is black. Images which you scan or photograph are in a completely different color space, RGB. Those RGB images must be converted to CMYK in order to print in color, or to greyscale (black only) for a black and white ad. You can convert to different color spaces in a photo-editing application like PhotoShop.

Embed: Once your design leaves the computer it was created on, it will no longer have access to the fonts or images you used to build it. Only by embedding fonts and images in the PDF conversion process, will that information be included with your ad.

PDF: Is short for portable document format. You will need a PDF creator such as Adobe Acrobat to convert your layout from its original software to the finished PDF.

Resolution (or dots per inch): All photos, drawings or logos that appear in your ad must be “high resolution” or at least 300 dots per inch when placed at 100% in your design. In order to determine the resolution of an image, you will need an application like PhotoShop that can tell you the file resolution. Don’t use a logo from your web site for your ad. Images that appear on the internet are low resolution (less than a third of the resolution you need). Also, unless they are copyright-free, it’s not a good idea to use them anyway.

Spot color: It is common for logos to contain a specially mixed ink color that has its own printing plate. You will need to convert any colors in your logo or ad to either “process” (CMYK color), or “greyscale” from spot color. This is done within your photo editing program before the image is placed in the layout.

Trim size: Is the dimension of the final printed page. In this case, it is 5.5" x 8.5". Bleed ads extend $\frac{1}{8}$ " beyond the edge of the trimmed page.