



Program Book

RATES & SPECIFICATIONS

FOR MORE INFORMATION,
PLEASE CONTACT:

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2024–2025

2024–2024 PRINTED PROGRAM BOOK SPECIFICATIONS

- Subject to all contractual provisions
- Printed Publication final size: **8.375" x 10.875"** (vertically oriented)
- CMYK color files required; no RGB.
- Acceptable file formats: All Adobe Products—Acrobat (PDF files with fonts embedded / CMYK), InDesign (INDD or IDML files with accompanying links and fonts included), Illustrator (EPS or AI files), Photoshop (JPG, PNG, TIFF, PSD)
- **Must have a minimum of 300 dpi resolution**, 150 line screen digital files (175 line screen preferred).
- All submitted materials must be complete digital files. Publisher will charge for any additional graphic work needed due to missing fonts, ad resize, low resolution images, missing or incorrect bleeds, etc.
- Any ads deemed not suitable to this publication may be refused.



2024–2025 DIGITAL PROGRAM BOOK SPECIFICATIONS (AVAILABLE TO FULL PAGE ADVERTISERS)

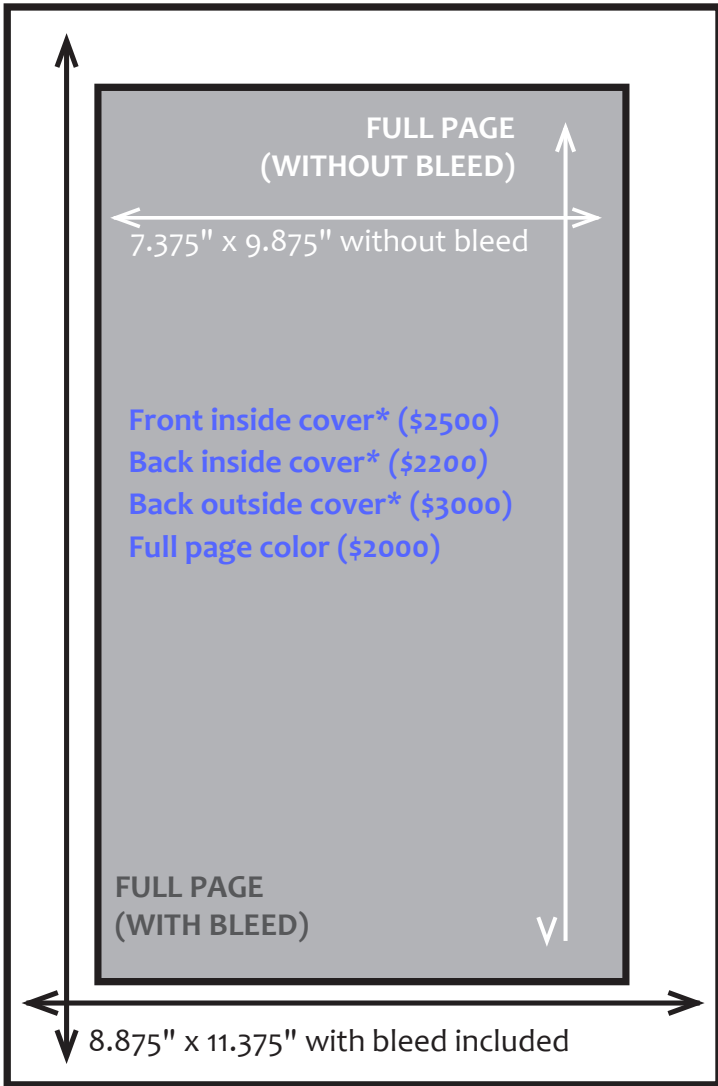
- All Digital Program Book Ads are **FULL** page: **420px** (width) by **640px** (height). All text and logos should be contained within this space
- All digital ads should be RGB color mode.
- **Ads should be submitted no less than 72 dpi**—JPG, PNG or GIF format.
- For ideal presentation, ad should contain an “eye catching” image or color along with a logo and limited text (for example: headline; call to action; special offer)
- **Font size should be 12 pt or higher** for maximum legibility

Email final artwork directly to: knun@santafesymphony.org

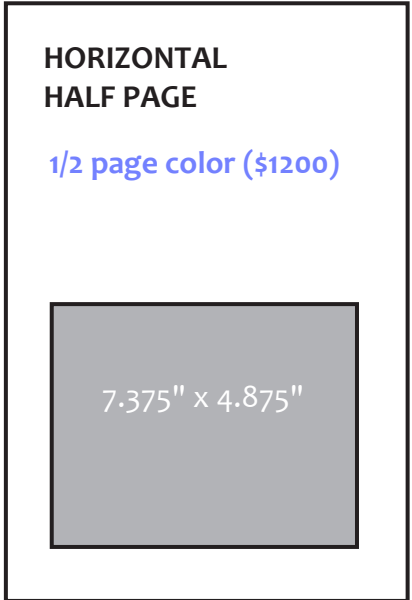
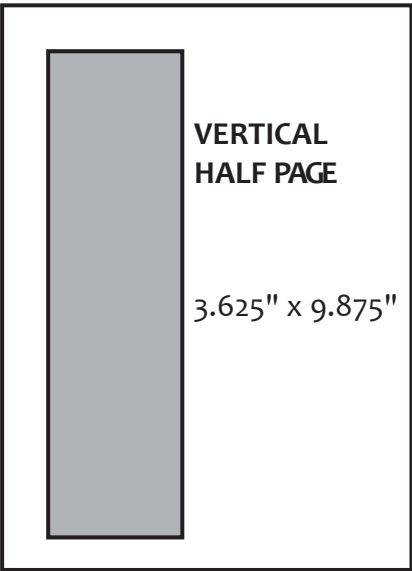
Ad Reservation & Payment Due: May 15

Deadline for ARTWORK: May 31, 2024

Please contact **Kathryn Nun** at knun@santafesymphony.org if more time is needed to submit ad.



1/2 page color (\$1200)



For full page ads with bleed, the live area will be our publication's final size: 8.375" x 10.875"; all text should be at least .5" within the live area or .75" from the edge of the bleed.

1/4 page color (\$900)

