

pickstaiger

CONCERT HALL

PROGRAM AD RATES, 2011-12 (black and white ads only)

- Regular individual concert programs:*
 - \$175 - full page ad (5 x 8")
 - \$100 - half page ad (5 x 4")
- Full festival program books (Winter Chamber Music Festival, Spring Festival):**
 - \$450 - full page ad (5 x 8")
 - \$275 - half page ad (5 x 4")
 - \$200 - quarter page ad (5 x 2")

*For concerts with multiple performances, ad rate will double or triple accordingly.

**Contact the Business Manager (see below) for more information about program book ads and deadlines

Ad material requirements:

- Please submit as digital files in one-color (black); for best results, files should be set up as black and white (grayscale). Image files (JPEG, TIFF) should not be in CMYK, RGB or indexed color. Ads with color may produce unsatisfactory results when converted to black and white.
- A hard copy at 100% size should accompany files submitted by e-mail or on CD. We will not be responsible for reproduction problems or file corruptions if no hard copy is provided.

Acceptable formats: PDFs preferred

- PDF: Fonts and images must be embedded; image resolution same as the original file (300 dpi).
- JPEG: 300 dpi resolution; save at maximum quality to avoid image degradation.
- TIFF: 300 dpi resolution; no compression.
- Illustrator EPS: TIFF or JPEG images must be embedded in file; convert all fonts to outlines.

Positioning: Specific location of ad in program is subject to final layout demands and cannot be guaranteed.

Payment: We accept payment by check, payable to **Northwestern University**, and by internal N.U. billing using your NUFS account number.

Submission of materials:** Send payment and materials to:

*Programs Department, Attn: Alison Basofin, 50 Arts Circle Drive, Evanston, IL 60208
(Telephone: 847-491-7769, Fax: 847-467-1831, e-mail: abasofin@northwestern.edu)*

Advertiser Information:

Business name _____ Contact _____

Address _____

City & State _____ Zip _____ Phone () _____

E-mail address _____