

Winston-Salem Symphony Playbill Advertisement Specifications 2018-2019 Season – New Advertiser

Playbill Finished Size: 6” (width) x 9” (height)

Premium Placement Advertising Options

All Premium Placement Ads Full Color Only	
Inside Front Cover	\$1,970
First Page – Facing Inside Front Cover (right-hand page)	\$1,970
Last Page – Facing Inside Back Cover (left-hand page)	\$1,970
Inside Back Cover	\$1,970
Back Cover	\$2,410

Ad Formats: High resolution, press ready PDF file (300+ dpi) preferred; or high resolution (300+ dpi) JPG or TIFF at actual size.

Color: CMYK **Black & White:** Grayscale

E-mail ad copy to: ann@capturevalue.com

*Incorrectly sized or low resolution ads
will be returned for adjustment.*

Premium Placement ads can be in “bleed” or “no bleed” format.

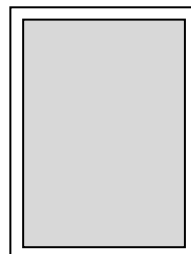
Submit Ad Contracts to: rwilliams@wssymphony.org

Standard Advertising Options & Specifications

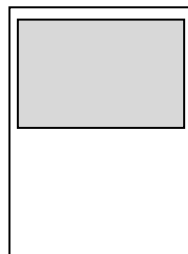
Ad Size	Color or B/W	Orientation	Width	Height	With Bleed	Price
Full Page	Color		6”	9.0”	Trim size is 6” x 9” with .125” bleed on all sides. Live area is 5.5” x 8.5” (.25” safety margins on all sides).	\$1,675
Half Page	Color	Horizontal	5.375”	4.0625”	Not available	\$1,430
Half Page	Color	Vertical	2.5625”	8.375”	Not available	\$1,430
Full Page	B/W		5.375”	8.375”	Trim size is 6” x 9” with .125” bleed on all sides. Live area is 5.5” x 8.5” (.25” safety margins on all sides).	\$1,500
Half Page	B/W	Horizontal	5.375”	4.0625”	Not available	\$1,145
Half Page	B/W	Vertical	2.5625”	8.375”	Not available	\$1,145
Quarter Page	B/W	Vertical only	2.5625”	4.0625”	Not Available	\$ 625



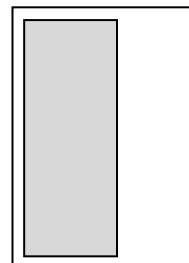
Full Page
(With Bleed)



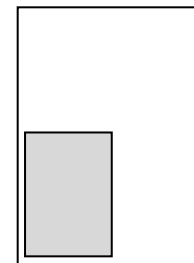
Full Page
(Without Bleed)



Half Page
(Horizontal)



Half Page
(Vertical)



Quarter Page
(Vertical only)

Why advertise in the Winston-Salem Symphony's Playbill?

Benefits of Advertising

- **Essential recurring exposure – your advertisement will receive:**
 - Approximately **21,000 audience impressions** at...
 - **18 unique concert experiences** in...
 - Two unique concert venues: The beautiful Stevens Center of UNC School of the Arts and the historic R.J. Reynolds Auditorium...
 - **Repeatedly** between **October 2018 and May 2019**
- **Access to diverse audiences:**
 - Your advertisement will reach audiences with a diverse array of musical tastes and other demographic characteristics
 - Audiences being exposed to your advertisement will be attending Winston-Salem Symphony *Classics Series*, *Kicked-Back Classics Series* and *Plugged-in Pops Series* concerts

About our Audiences

- ***Our audiences are or should be your clients*** – advertising and sponsorship with the Symphony offer highly cost effective vehicles for cultivating both valued clients and prized prospects!
- Advertising will provide your business with access to audiences with exceptional demographic characteristics:
 - 96% are college educated, 45% hold at least one graduate or professional degree
 - 49% have average household income of over \$100,000, 13% over \$250,000
 - Most own one or more homes
 - 77% are not native to Winston-Salem and the majority of ticket buyers reside in the 27104, 27106, 27023 and 27006 zip code areas
 - Many are business, civic and professional leaders with decision-making/purchasing authority, or are retirees from these professions, are actively engaged in the community and often have influence about purchasing decisions for organizations they support
 - Our audiences repeatedly tell us that they appreciate businesses that support the Symphony and this influences their decisions about what businesses and professionals to patronize

Increase Your Visibility & Leverage Your Investment – Explore Sponsorship Options!

- The Winston-Salem Symphony also offers a wide array of sponsorship options that afford businesses and professionals with exceptional, highly effective, and tasteful promotional alternatives.
- Partnerships are uniquely tailored to fit the objectives of each partner and a wide range of entry points are available.
- **Most benefit packages include complimentary or reduced price playbill advertising**, so you are encouraged to explore how ***you can greatly leverage your exposure by considering a sponsorship*** before simply selecting playbill advertising alone.
- For more information about sponsorship, please contact: Mrs. E. Merritt Vale, President & CEO, at (336) 725-1035, extension 204 or at mvale@wssymphony.org.