

## Winston-Salem Symphony Playbill Advertisement Specifications 2019-2020 Season

**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](mailto: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.*

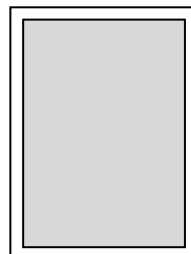
*Submit Ad Contracts to: [lmredith@wssymphony.org](mailto:lmredith@wssymphony.org)*

### Standard Advertising Options & Specifications

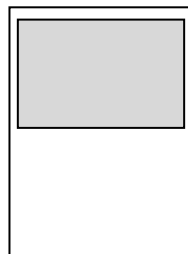
Ad Size	Color or B/W	Orientation	Width	Height	With Bleed	Price
Full Page	Color		6"	9.0"	Trim size is 6" x 9" with .125" bleed on all sides. Live area is 5.5" x 8.5" (.25" safety margins on all sides).	\$1,675
Half Page	Color	Horizontal	5.375"	4.0625"	Not available	\$1,430
Half Page	Color	Vertical	2.5625"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



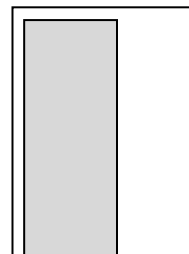
**Full Page**  
(With Bleed)



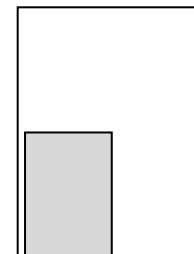
**Full Page**  
(Without Bleed)



**Half Page**  
(Horizontal)



**Half Page**  
(Vertical)



**Quarter Page**  
(Vertical only)