



2023-2024 SEASON CONTRACT

This Agreement, made on _____ is between the Winston-Salem Symphony Association, Inc. (Symphony) and _____ (Purchaser). For and in consideration of the sum of \$_____ the Symphony agrees to sell and Purchaser agrees to purchase the following ad(s) in the Symphony's 2023-2024 season program (fall and spring printings) - **please check all that apply:**

PREMIUM PLACEMENT OPTIONS:

(Premium placements receive four Tier 1 ticket vouchers for any Classics concert.)

- ☐ Inside Front Cover (\$2,000)
- ☐ First Page – Facing Inside Front Cover (right-hand page, \$2,000)
- ☐ Inside Back Cover (\$2,000)
- ☐ Last Page – Facing Inside Back Cover (left-hand page, \$2,000)
- ☐ Back Cover (\$2,500)

STANDARD PLACEMENT OPTIONS:

(Standard placements receive two Tier 1 ticket vouchers for any Classics concert.)

- ☐ Full Page (\$1,750)
- ☐ Half Page – Horizontal (\$1,000)
- ☐ Quarter Page (\$550)

All print ads receive a banner advertisement in our digital program, which is viewable on desktop and mobile devices. This placement typically costs \$1,000 but is provided at no cost to you.

DEADLINES:

Contract Deadline: **August 1, 2023**
Artwork Deadline: **August 15, 2023**
Payment Deadline: **September 1, 2023**

Upgrade your advertisement to a sponsorship for an additional \$500 to reach more potential customers with greater brand recognition and to receive concert tickets and other benefits. Let us know if you would like additional information and a customized sponsorship proposal.

ADVERTISER INFORMATION:

Company Name: _____

Company Representative: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Purchaser: _____ Date: _____

Symphony: _____ Date: _____

Return completed advertising contract to Joey Burdette: **Winston-Salem Symphony**

Mail: 301 N. Main Street, Suite 1901, Winston-Salem, NC 27101

Email: jburdette@wssymphony.org **Phone:** (336) 725-1035, ext. 227



AD SPECIFICATIONS

AD RATES

Premium Placement Options:

Inside Front Cover	\$2,000
First Page	\$2,000
Last Page	\$2,000
Inside Back Cover	\$2,000
Back Cover	\$2,500

Standard Placement Options:

Full Page	\$1,750
Half Page	\$1,000
Quarter Page	\$550

AD REQUIREMENTS

- High resolution, press ready PDF file (300+ dpi) preferred; or high resolution (300+ dpi) .jpg or .tiff.
- Convert colors to CMYK

PAGE SIZES

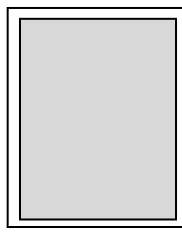
Full Page: Page trim: 6x9 | Live area: 5.5x8.5 | Bleed: 6.25x9.25

Half Page Horizontal: 5.375x4.0625

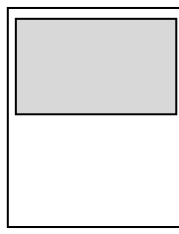
Quarter Page: 2.5625x4.0625



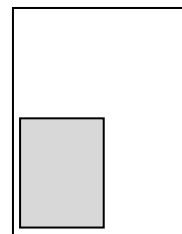
Full Page
(With Bleed)



Full Page
(Without Bleed)



Half Page
(Horizontal)



Quarter Page
(Vertical only)

Complimentary Digital Ad Specs:

Supported File Types	JPG, PNG, and GIF files. This includes animated GIFs.
Maximum File Size	Recommend keeping images under 1 MB.
Image	1:1 ratio—renders approximately 1" square on most devices

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