

BOSTON SYMPHONY ORCHESTRA

2021–2022 season (October 3, 2021, through April 30, 2022) • Full season rates include 2021–2022 BSO subscription concerts

ADVERTISING RATES (subject to change)

PROGRAM BOOK	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE
FOUR COLOR				
Full Season	\$17,750*		\$11,000	*Full Color, Full Page, guaranteed positioning: 15% premium
Half Season (13 Weeks)	\$10,500		\$7,350	

BLACK & WHITE

Full Season	\$13,240	\$9,500	\$8,400	\$6,630
Half season (13 Weeks)	\$8,925	\$6,730	\$5,650	\$4,500
Weekly	\$1,700	\$1,400	\$1,300	\$1,050

DIGITAL SCREENS	FULL BSO FALL/WINTER SEASON	WEEKLY
10 Second (one screen, static image)	\$3,000	\$900
20 Second (up to 3 screens running contiguously, or separated)	\$5,000	\$1,200

BONUS ON BSO SEASON ADS (based on combined spend on program and/or digital)

Book over \$8,000 and get a complimentary ad in Holiday Pops at the same level.

Book over \$10,000 and get a 10 second BSO Fall/Winter digital screen ad, or upgrade it to 20 seconds for just \$1,200.

SPECIFICATIONS

PROGRAM BOOK	FULL PAGE (BLEED)			FULL PAGE (NON-BLEED)
Width	6.5" (trimmed)	6.75" (bleed)	6" (live area)	5.875"
Height	9.5" (trimmed)	9.75" (bleed)	9" (live area)	8.75"

	2/3 PAGE	1/2 PAGE	1/3 HORIZ.	1/3 VERTICAL
Width	4.875"	4.875"	4.875"	2.375"
Height	5"	3.75"	2.5"	5"

DIGITAL SCREENS	WIDTH/HEIGHT	DPI	COLOR	FORMAT
Static only, no video	1280 pixels x 720 pixels	72	RGB	.jpg

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CLOSING DATES

Deadline for material: August 31, 2021, or three weeks prior to first insertion

Space reservations: one month prior to first insertion

Program books are printed weekly during the subscription season.

All of the Holiday Pops concerts are in one program book.

AGENCY COMMISSION

15% agency commission to recognized agencies, or 20% to Business Partner member in either BSO or Tanglewood

CIRCULATION

2021–2022 Boston Symphony and Holiday Pops seasons: 280,000

PRODUCTION INFORMATION

Files preferred as high-quality prepress printing PDFs. If supplying raw files, images must be CMYK or grayscale at 300dpi, and all fonts and logos included.

FOUR COLOR Please supply approved color proof. Convert all color to CMYK, no RGB accepted.

BLACK & WHITE Please supply approved paper proof. Convert all color in logos, type, artwork, etc., to grayscale.

AD MATERIALS ACCEPTED ELECTRONICALLY ONLY.

SEND INSERTION ORDERS TO RESERVE YOUR SPACE, THEN CREATIVE, TO:

Eric Lange
Lange Media Sales
6 Suffolk Road
Wellesley, MA, 02481
617-290-1820
erklange@aim.com

Neither the Boston Symphony Orchestra nor its vendors will be responsible for errors in work done by us on ads that are not in camera-ready condition when submitted for publication.

Pre-publication proofs of ad copy cannot be provided. It is the responsibility of the advertiser and/or the agency to proofread all copy submitted for publication.

Acceptance of any advertisement is contingent upon its compatibility with the format and editorial content of the Boston Symphony Orchestra's programs. The Boston Symphony Orchestra reserves the right to reject any advertisement that is deemed inappropriate in content or appearance.

Unauthorized use of trademarks or corporate names belonging to, or used by, the Boston Symphony Orchestra, Inc., is prohibited. The Boston Symphony Orchestra will reject any advertisement that uses our names or trademarks without authorization.

No inserts accepted Printing by offset