



## ADVERTISING RATES

Rates effective July, 2021

41 concerts in December 2021

### DIGITAL PROGRAM BOOK ADS

FULL COLOR

### FULL PAGE

\$5,730

### HALF PAGE

\$4,200

BLACK & WHITE

\$4,630

\$3,305

### DIGITAL SCREENS

FULL COLOR

\$3,000

### SPACE SIZES

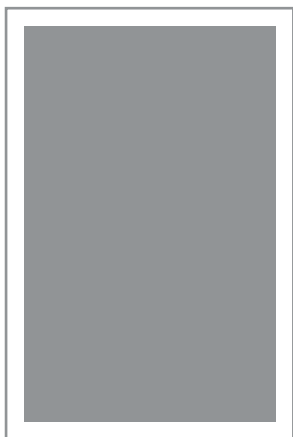


#### FULL PAGE (BLEED)

6" x 9" live area

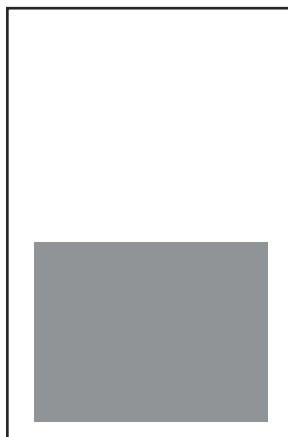
6.5" x 9.5" trimmed

6.75" x 9.75" bleed



#### FULL PAGE (NON-BLEED)

5.875" x 8.75"



#### HALF PAGE

4.875 x 3.75"



#### DIGITAL SCREENS

Static only, no video

1280 pixels x 720 pixels

72 DPI, RGB, .jpgs only

Specifications for a color spread are available upon request.

Ads not meeting specific size requirements will be reduced or enlarged as necessary or will have a border added or changed at the discretion of the publisher. Extensive work done to any ad in making it conform to the sizes listed will be billed back to the advertiser at cost.

### CLOSING DATES

Deadline for material: November 1, 2021

Space Reservations: October 25, 2021

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

### AGENCY COMMISSION

15% agency commission to recognized agencies

20% to current Business Partner members

No cash discount

### CIRCULATION

2021 Holiday Pops seasons: 60,000



## 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 AND ADS ELECTRONICALLY 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