



# Bellevue Youth Symphony Orchestra

## 2019-20 Program Advertising Rates

### Publication Description

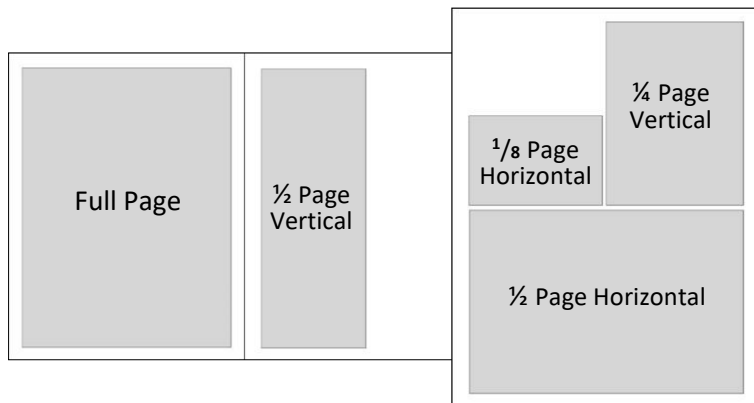
Bellevue Youth Symphony Orchestra creates 8.5" x 11" printed programs for all of our formal concerts. Our program booklets feature full color covers and 12 or more interior pages printed in high quality grayscale. Programs are distributed at the entrance to each concert. These publications reach over 4,000 audience members annually, including BYSO students & families (generally highly educated homeowners), other music lovers, and the greater community.

### Advertisement Rates

	4 Concert Series Nov through May Concerts	3 Concert Series	2 Concert Series	1 Concert Series
Full Page	\$2,100	\$1,700	\$1,200	\$825
Half Page - Horizontal or Vertical	\$1,000	\$875	\$625	\$425
Quarter Page - Vertical	\$575	\$500	\$325	\$225
1/8 Page or Business Card - Horizontal (Fits small logo, company name & contact)	\$275	\$225	\$150	\$100
Ad Submission Deadlines:	Fall Concerts 10/1/2019	Holiday Concerts 11/1/2019	Winter Concerts 2/1/2020	Spring Concerts 4/1/2020

### Ad Dimensions (Width x Height)

Full Page	7.625" W x 10" H (7 <sup>5</sup> / <sub>8</sub> " x 10")
½ Page Vertical	3.6875" W x 10" H (3 <sup>11</sup> / <sub>16</sub> " x 10")
½ Page Horizontal	7.625" W x 4.875" H (7 <sup>5</sup> / <sub>8</sub> " x 4 <sup>7</sup> / <sub>8</sub> ")
¼ Page Vertical	3.6875" W x 4.875" H (3 <sup>11</sup> / <sub>16</sub> " x 4 <sup>7</sup> / <sub>8</sub> ")
1/8 Page Horizontal (can use business card)	3.6875" W x 2.3125" H (3 <sup>11</sup> / <sub>16</sub> " x 2 <sup>5</sup> / <sub>16</sub> ")



### Artwork Guidelines

- Only PDF, JPG, TIF and PNG files accepted.
- Minimum resolution 300ppi for best results.
- Fonts and images must be embedded.
- Submit in grayscale if possible; ads submitted in color may not yield best results.

Email final ads to [development@byso.org](mailto:development@byso.org). Please include your organization name in the file name. **All ads must be created to size with type and artwork placed and embedded.** Ads which do not meet these specifications may be returned to you for modification.

### Billing & Payment

A \$100 deposit is due at contract signing, and full payment is required by the submission deadline. No refunds will be issued after the submission deadline. Prorated refunds (less the \$100 deposit) will be issued in the event of ad cancellation prior to the submission deadline.