

**DEADLINES:**

PROGRAM	ADVERTISING CLOSING	MATERIALS DUE
Fall concert (11/13/2010)	October 22, 2010	10 days from purchase or October 26, 2010
Spring concert (3/5/2011)	February 6, 2011	10 days from purchase or February 11, 2011
Chamber Chorale (4/3/2011)	Closed	

**ADVERTISING RATES:**

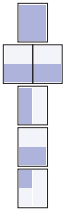
Prices are for ad placement in three concert programs: fall, spring, and Chamber Chorale. All interior ads are printed in black and white. Front and back covers are printed in full color (4/C).

PREMIUM POSITIONS	RATE	ADDITIONAL SIZES	RATE
INSIDE FRONT COVER*	\$525	FULL PAGE	\$375
FIRST PAGE	\$450	DOUBLE TRUCK PAGE	\$375
INSIDE BACK COVER*	\$475	1/2 PAGE	\$250
BACK COVER*	\$575	1/4 PAGE	\$175

\*These ads have already been sold.

TRIM SIZE: 5 1/2" x 8 1/2" —(5.5" x 8.5")—LIVE AREA: 1/4" from trim on all sides

**PRINT PUBLICATION DIMENSIONS:**

NON-BLEED		WIDTH X DEPTH
FULL PAGE		4 3/4" x 7 3/4" —(4.75" x 7.75")
DOUBLE TRUCK PAGE		16 3/4" x 5 3/8" —(10.25" x 3.812")
1/2 PAGE VERTICAL		2 7/8" x 7 3/4" —(2.312" x 7.75")
1/2 PAGE HORIZONTAL		4 3/4" x 3 7/8" —(4.75" x 3.812")
1/4 PAGE VERTICAL		2 3/8" x 9 7/8" —(2.312" x 3.812")

**DIGITAL FILES ACCEPTED (IN ORDER OF PREFERENCE):**

- 1) Press-ready PDF (Note: PDF will have to pass pre-flight inspection.)
- 2) QuarkXPress 6.5 or lower for PC only (Must include all linked graphic files and fonts with both screen and printer fonts. **POSTSCRIPT FONTS ONLY—NO TRUETYPE FONTS.**)
- 3) EPS or TIFF file (Photoshop CS2, Illustrator CS2, or Freehand MX or lower. All fonts must be converted to outlines for EPS files.)

Notes:

- 1) **WE DO NOT ACCEPT INDESIGN, PAGEMAKER, PUBLISHER, OR COREL DRAW FILES.**
- 2) All ads must be built to exact size.
- 3) All photo images must be at least 300 dpi at 100%, and bitmapped images must be 600 dpi at 100%.
- 4) Digital images must be CMYK and provided in TIFF or EPS format.
- 5) Do not use spot colors.

**DIGITAL FILE SUBMISSION:**

- 1) E-mail to [development@knoxvillechoralsociety.org](mailto:development@knoxvillechoralsociety.org). Files must be no larger than 6MB; please include advertiser name in the subject line. Please provide a low-resolution JPG of ad along with files for verification.
- 2) CDs may be delivered in person at KCS rehearsals (Mondays, 7:15 p.m., West Hills Baptist Church) or via a KCS member. A color printout of the ad on disc and a printout of the contents of the disc are required.