



Program Book Advertising 2016-17 Season

PLEASE RETURN COMPLETED CONTRACT TO:
wcfsymphony, GBPAC #17, Cedar Falls, IA 50614-0803 or scan to bwoblers@wcfsymphony.org

Business: _____ Phone: _____

Address: _____ City: _____ Zip: _____

Contact: _____ Email: _____

CHECK ALL OF THE FOLLOWING THAT APPLY (see second page for ad sizes and pricing):

I would like to run the same ad as last year.

I would like to run the following ad (check one in each column below)

AD SIZE	DIMENSION	COLOR
<input type="checkbox"/> 1/6 page	<input type="checkbox"/> Vertical	<input type="checkbox"/> Black & White
<input type="checkbox"/> 1/3 page	<input type="checkbox"/> Horizontal	<input type="checkbox"/> 4-Color
<input type="checkbox"/> 1/2 page	<input type="checkbox"/> Square	
<input type="checkbox"/> Full page		

I will supply my artwork press-ready

I need assistance in creating a new ad or updating my existing ad. I would like the symphony's graphic designer (Randy Darst) to provide an estimate for this service.

Payment Enclosed Please Invoice Me Ad Rate: _____

Signature: _____ Date: _____



Program Book Details 2016-17 Season

FULL SEASON AD RATES (ALL ISSUES)

AD SIZE	4-COLOR	BLACK & WHITE
1/6 page	\$985.00 (\$886.50)	\$730.00 (\$657.00)
1/3 page	\$1440.00 (\$1296.00)	\$1096.00 (\$986.40)
1/2 page	\$2102.00 (\$1891.80)	\$1670.00 (\$1503.00)
Full page	\$3700.00 (\$3330.00)	\$2687.00 (\$2418.30)
Premium Position*	\$3891.00 (\$3501.90)	

Prices in parenthesis reflect 10% discount for payments received by August 1, 2016.

*Premium positions (full page, 4-color ad located back cover, inside front cover, or inside back cover) are only available for the full season.

AD DIMENSIONS

1/6 PAGE

vertical = 4 7/8 h x 2 3/8 w
square = 3 1/4 h x 3 5/8 w

1/2 PAGE

horizontal = 4 7/8 h x 7 1/2 w
vertical = 3 3/4 h x 10 w

1/3 PAGE

vertical = 6 5/8 h x 3 5/8 w
horizontal = 3 1/4 h x 7 1/2 w
square = 4 7/8 h x 4 7/8 w

FULL PAGE

No bleed = 10 h x 7 1/2 w
Full bleed = 11 h x 8 1/2 w
(For full bleed, allow 1/8" on all sides)

2016-2017 DEADLINES

August 8, 2016
September 26, 2016
January 23, 2017
March 27, 2017

PUBLICATION CONCERT DATES

September 10 and October 8
October 29, November 19 and December 10
February 25 and April 1
April 29 and June 3

Artwork must be press-ready unless otherwise noted on contract. Advertisers wishing to utilize Darst Design's services will be charged directly by Darst Design.

If you have questions about this contract please contact Betsy Wohlers at 319-273-3365 or email at bwohlers@wcfSymphony.org.

Program Book Rates, 2016-17 Season

AD SIZE	FULL SEASON All 4 issues (9 Concerts) Reach: Approx. 7,000	PER ISSUE (2-3 Concerts) Reach: Varies
1/6 page black & white 1/6 page color	\$730 \$985	\$311 \$421
1/3 page black & white 1/3 page color	\$1096 \$1440	\$466 \$613
1/2 page black & white 1/2 page color	\$1670 \$2102	\$712 \$825
Full page black & white Full page color	\$2687 \$3700	\$1145 \$1528

Premium positions (full page, 4-color ad located back cover, inside front cover, or inside back cover) are only available for the full season.

10% discount off above rates if payment is received by **August 1, 2016**.

2016-2017 ISSUE CONCERT DATES

ISSUE ONE

Broadway! // Sept. 10, 7:30 p.m. // RiverLoop Amphitheatre, Waterloo
Four Seasons I // Oct. 8, 5:00 & 8:30 p.m. // Brown Derby, Waterloo

ISSUE TWO

Harry Potter // Oct. 29, 7:30 p.m. // Great Hall, GBPAC, Cedar Falls
Glorious Brass // Nov. 19, 7:30 p.m. // Nazareth Lutheran, Cedar Falls
A New Nutcracker // Dec. 10, 4:00 p.m. // Great Hall, GBPAC, Cedar Falls

ISSUE THREE

Four Seasons II // Feb. 25, 5:00 & 8:30 p.m. // Brown Derby, Waterloo
PROJECT Trio // Apr. 1, 7:30 p.m. // Great Hall, GBPAC, Cedar Falls

ISSUE FOUR

Appassionato // Apr. 29, 7:30 p.m. // Great Hall, GBPAC, Cedar Falls
Musical Landscapes // Jun. 3, 7:30 p.m. // RiverLoop Amphitheatre, Waterloo