

Brevard Music Center

2010 Overture Rate Card Advertising Dimensions & Mechanics

- **All ads are full color.**
- Preferred digital file format is **HIGH RESOLUTION** (300 dpi or higher) pdf (CMYK color).
- Files may also be submitted as **HIGH RESOLUTION** (300 dpi or higher) tiff or jpeg files (CMYK color).
- Color proofs should accompany files.
- Files may be submitted on CD.
- Files under 5 megabytes may be emailed to:
vcarter@brevardmusic.org.

Sending camera-ready ads is strongly discouraged, as the quality of reproduction is less predictable. If camera-ready ads are submitted they should be line art **ONLY** (no halftones or screens) and must be at least 600 dpi color laser output. Any ads including halftones (photos) or screens must be submitted as digital files as specified above.

All ads submitted must match sizes specified on this rate sheet.

If ads need to be resized in order to meet publication specs, there will be a design charge of \$70 per hour.

**Contract , artwork and payment
due by Friday, April 30, 2010.**

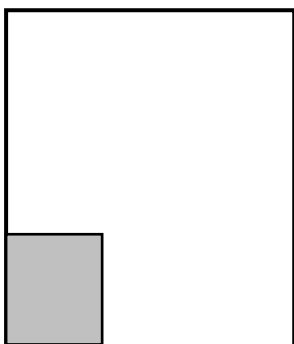
RATES:

Back Cover	\$2,500.00
Inside Front Cover	\$2,000.00
Full Page	\$1,030.00
1/2 Page Horizontal/Vertical	\$ 790.00
1/4 Vertical	\$ 530.00
Mini-ad	\$ 250.00

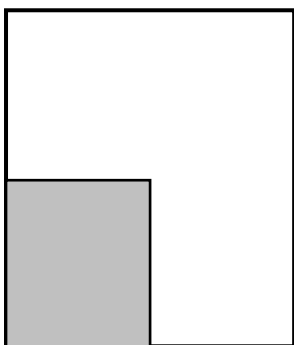
Please note: Brevard Music Center does not design or modify ads. We can recommend a designer who can design an ad for an additional fee.

Advertisers will be notified of additional charges incurred if ads are not submitted according to the above outlined specifications.

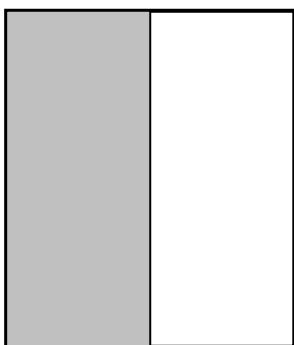
Available ad sizes and dimensions
for 2010 Overture.



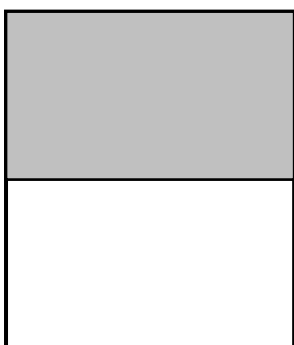
Mini-ad - limited availability
2.46 x 3.31



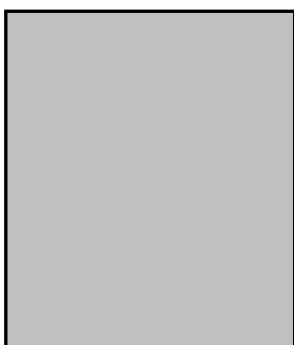
1/4 Vertical
3.5 x 4.875



1/2 Vertical
3.5 x 10



1/2 Horizontal
7.25 x 4.875



Full Page
7.25 x 10

CONTACT:

Virginia Carter, Marketing Officer
and Box Office Supervisor
vcarter@brevardmusic.org