

# 2016-2017 SEASON PROGRAM ADVERTISING



Now in its 41<sup>st</sup> Season, Calgary Civic Symphony performs five concerts per year at Arts Commons, Jack Singer Concert Hall. The concert program booklet is an effective way to reach music lovers of all kinds—students and their teachers, orchestra members, and the general audience. By placing an ad in the Civic’s program, you are supporting the orchestra in their long-time goal of producing quality and engaging performances in Calgary’s arts community.

Book an ad today and be a part of our continuing legacy of making music for music lovers. We offer rates for Single Insertions, as well as Season Bundles (advertising in all five concerts in our 2016-17 season)!

For **Single Insertions**, select the concert and ad size from the appropriate lists, then send the form to [suehaukedesign@shaw.ca](mailto:suehaukedesign@shaw.ca) by the appropriate booking deadline.

For **Season Bundles**, please select the ad size and send the form by October 17, 2016. Artwork will be due by the material deadlines for each concert. See the Ad Specifications attached for ad sizes and artwork requirements.

Program	Booking Deadline	Material Deadline
<input type="checkbox"/> 1. <b>October 30, 2016—SPACE: THE FINAL FRONTIER</b>	October 10, 2016	October 17, 2016
<input type="checkbox"/> 2. <b>November 27, 2016—HOLIDAY MAGIC</b>	November 7, 2016	November 14, 2016
<input type="checkbox"/> 3. <b>February 5, 2017—THE RESURRECTION</b>	January 16, 2017	January 23, 2017
<input type="checkbox"/> 4. <b>April 2, 2017—RISING STARS</b>	March 20, 2017	March 27, 2017
<input type="checkbox"/> 5. <b>June 4, 2017—POPERA!</b>	May 15, 2017	May 22, 2017

**Questions/Info:** Contact our program designer, **Sue Hauke at 403-615-8796**

**Artwork Submission:** [suehaukedesign@shaw.ca](mailto:suehaukedesign@shaw.ca)

## BOOKING FORM

**PAYMENT IN FULL VIA CREDIT CARD IS DUE WITH YOUR AD SUBMISSION.**

**By signing below and providing credit card and ad information I confirm my desire to place an ad in the Calgary Civic Symphony concert program(s).**

**2016-17 Ad Size and Insertion Rates** (Please select the appropriate size below)

### Single Insertion Rates:

- Full page ..... \$100.00
- 1/2 page ..... \$60.00
- 1/3 page ..... \$45.00
- 1/4 page ..... \$35.00

### Season Bundle Rates (5 programs):

- Full page ..... \$425.00
- 1/2 page ..... \$225.00
- 1/3 page ..... \$175.00
- 1/4 page ..... \$125.00

- I Require Design Services . . . . . \$50.00

Name/Organization

Address

City/Prov

Postal Code

Telephone

Email

Total Cost

- VISA                       MASTERCARD

Credit Card Number

Expiry

CCV

Name on Card

Signature

Date

**Submit the completed form to [suehaukedesign@shaw.ca](mailto:suehaukedesign@shaw.ca)**

# 2016-2017 SEASON AD SPECIFICATIONS

Program	Booking Deadline	Material Deadline
1. <b>October 30, 2016—SPACE: THE FINAL FRONTIER</b>	October 10, 2016	October 17, 2016
2. <b>November 27, 2016—HOLIDAY MAGIC</b>	November 7, 2016	November 14, 2016
3. <b>February 5, 2017—THE RESURRECTION</b>	January 16, 2017	January 23, 2017
4. <b>April 2, 2017—RISING STARS</b>	March 20, 2017	March 27, 2017
5. <b>June 4, 2017—POPERA!</b>	May 15, 2017	May 22, 2017

Circulation: Between 600-1,000 attendees per concert

## Required Specifications:

- All ads must be greyscale. Ads provided in colour will be converted to greyscale with no further manipulation to artwork to rectify problems that might arise out of the conversion.
- Minimum resolution of 300 dpi for all images and artwork at 100%.
- Completed ad must be submitted as a high-resolution pdf or jpg.
- Ads booked at a specific size, but provided in an alternative size will be scaled to fit the space booked, with no further manipulation of content.

## Questions/Information:

Contact our program designer,  
Sue Hauke at 403 615 8796

## Artwork Submission:

suehaukedesign@shaw.ca

