



Annual Advertising Rate Card—34th Season

2016-2017

www.musechoir.org

P.O. Box 23292, Cincinnati OH 45223

Program—Print Advertising

20+ pages Full CMYK color, 300 dpi; 8 pages black and white
 November, March and Spring Concerts
 Sizes: 1/8 page, 1/4 page, 1/2 page
 Full page—Back cover, inside front and back covers

Print Specifications and Rates				
Ad Size	Width	Height	Price per	All Programs
1/8 page	2.25"	1.75"	\$45	\$115
1/4 page	2.25"	3.75"	\$90	\$230
1/2 page	4.75"	3.75"	\$180	\$460
Full page	4.75"	7.75"	\$350	\$890
Back Cover	5.5"	8.5"	\$375	\$955

Print Deadlines			
	November	March	May/June
Space	October 18	February 8	TBA
Artwork	October 25	February 15	TBA

Web Advertising

RGB Color, 72 dpi
 Included in digital newsletter (online post and electronic distribution list of 3000)

Web Specifications and Rates				
Ad Size	Width	Height	Price per	All 4
Large Web	120 px	240 px	\$75	\$285
Medium Web	120 px	90 px	\$50	\$190
Small Web	120 px	60 px	\$25	\$95

Print Deadlines				
	Fall	Winter	Spring	Summer
Space	October 1	January 1	April 1	July 1
Artwork	October 8	January 8	April 8	July 8

Reservation Sheet—34th Season 2016-2017

Your Information:

Company/Organization _____

Address: _____

City, State: _____

Zip: _____

Contact Name: _____

Phone _____

Email: _____

Web Address: _____

Ad Submission:

- My print ad has been digitally submitted
- My web ad has been digitally submitted
- Clear, color print ad(s) are enclosed for scanning
- Please use my print ad from last year
- Please use my web ad from last year
- Please create my ad (\$25 artwork fee)

Payments

Credit Card # _____

Expiration: _____

Card Holder Name: _____

Expiration: _____

Checks may be made payable to:
MUSE, Cincinnati's Women's Choir
P.O. Box 232 92
Cincinnati OH 45223

Print Advertising Specifications:

Print Ad Size: _____

Placement:

- November Concert Program
- March Women's Festival Program
- Spring Concert Program

Print Ad Subtotal \$ _____

Web Advertising Specifications:

Web Ad Size: _____

Placement:

- Fall Newsletter
- Winter Newsletter
- Spring Newsletter
- Summer Newsletter

Web Ad Subtotal \$ _____

Total Costs:

Total: \$ _____

Ad Sales Rep: _____