



2024-25 Season Program Book Media Kit

MASTERWORKS EDITION

- Includes all 9 Masterworks from September to May
- Reach: 2,400 per weekend
- Total Reach: 21,000+

HOLIDAY EDITION

- Handel’s Messiah (sold out 3 performances the last 2 years)
- The Nutcracker Ballet (nearly sells out all 5 performances)
 - Includes the sensory-friendly Nutcracker Ballet
- Holiday Pops (nearly sells out two performances)
- NYE: Beethoven’s Ninth (sold out the last 2 years)
- Total reach during the holidays 13,000+

AD RATES

All Program Ads are full color

20% discount for full season placement

| Color Ads | Masterworks Edition | Holiday Edition | Full Season |
|---------------------|---------------------|-----------------|-------------|
| Back Cover | \$4,500 | \$4,000 | \$6,800 |
| Inside Front | \$3,500 | \$3,000 | \$5,200 |
| Inside Back | \$3,000 | \$2,500 | \$4,400 |
| Full Page | \$2,000 | \$1,500 | \$2,800 |
| ½ Page Horizontal | \$1250 | \$625 | \$1,500 |
| ½ Page Vertical | \$1250 | \$625 | \$1,500 |
| 1/3 Page Horizontal | \$600 | \$400 | \$800 |
| ¼ Page Vertical | \$400 | \$350 | \$600 |
| 1/8 Page Vertical | \$250 | \$200 | \$360 |

TOP AUDIENCE DEMOGRAPHICS

- AGE: 66–75
- Retired or Nearing Retirement
- Financially Secure
- Established Homes
- Consume traditional media including print, TV and radio

With their children out of the house, these empty-nesting couples and widowed individuals live comfortably from assets from a lifetime of working at professional and technical jobs. Messages that are core to traditional conventions like respect, being home-grown and paying it forward resonate with this group.

- AGE: 51–65
- Affluent
- Highly Educated
- Nearing retirement
- Philanthropic
- Saavy Investor

These households primarily consist of married couples who have no children at home and are finally enjoying the kick-back-and-relax stage of their lives. They have cultured life styles and enjoy going to plays, museums, restaurants, casinos and traveling.

- AGE: 25–30
- Ambitious
- Eager to Spend
- Digitally Saavy

A mix of married couples and singles, some having children, these households have champagne taste with six-pack budgets. They are striving for more out life, better careers. They have active social lives and choose to stay in to be creative with painting or photography or play a video games. The first generation raised with digital media, they are mostly online and possess progressive attitudes and a global conscious.

PRODUCT INFORMATION:

1. Applications/files accepted: PDF Press Quality
2. Embed all fonts and images
3. Convert all color to CMYK
4. Image resolution to 300 dpi, 100% print size

CONTACT:

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DEADLINES:

Ad Reservation Deadline: Monday, July 15, 2024

Press-Ready Art Deadline: Monday, August 5, 2024

Note: The Spokane Symphony does not provide graphic design services for advertisers. Ads must be submitted in press-ready format according to the specs listed.

Spokane Symphony reserves the right to not include/place advertisements it deems unacceptable for publication including non-print quality of art provided or content that is inappropriate.



2024–2025
Season Program Book
ad spec sheet

Full Page Bleed

8.5" x 11" with .125" bleed

Live area: 8" x 10.5"

LIVE AREA

Full Page No Bleed

8" x 10.5"

**1/2 Page
Vertical**

3.85" x 10.5"

**1/8 Page
Vertical**

3.85" x 2.43"

**1/4 Page
Vertical**

3.85" x 5.125"

1/3 Page Horizontal

8" x 3.34"

1/2 Page Horizontal

8" x 5.125"