## 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

<table>
<thead>
<tr>
<th>Color Ads</th>
<th>Masterworks Edition</th>
<th>Holiday Edition</th>
<th>Full Season</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$4,500</td>
<td>$4,000</td>
<td>$6,800</td>
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<tr>
<td>Inside Front</td>
<td>$3,500</td>
<td>$3,000</td>
<td>$5,200</td>
</tr>
<tr>
<td>Inside Back</td>
<td>$3,000</td>
<td>$2,500</td>
<td>$4,400</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$2,800</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>$1,250</td>
<td>$625</td>
<td>$1,500</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>$1,250</td>
<td>$625</td>
<td>$1,500</td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
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<td>$400</td>
<td>$800</td>
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<tr>
<td>¼ Page Vertical</td>
<td>$400</td>
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<td>1/8 Page Vertical</td>
<td>$250</td>
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<td>$360</td>
</tr>
</tbody>
</table>
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.
Full Page Bleed

8.5” x 11” with .125” bleed

Live area: 8” x 10.5”
Full Page No Bleed
8” x 10.5”