



EUGENE SYMPHONY

2017/18 Program Magazine Advertising

Audience Reach: 25,000 in person, 50,000+ online

**Color advertisements now available
TWICE A YEAR at a 20% discount!**

Issue	Space Reservation	Ad Materials Deadline	Publication Release Date
Magazine 1	July 15, 2017	August 1, 2017*	September 19, 2017
Magazine 2	October 19, 2017	October 26, 2017	November 16, 2017
Magazine 3	December 14, 2017	December 21, 2017**	January 25, 2018
Magazine 4	February 15, 2018	February 22, 2018	March 15, 2018

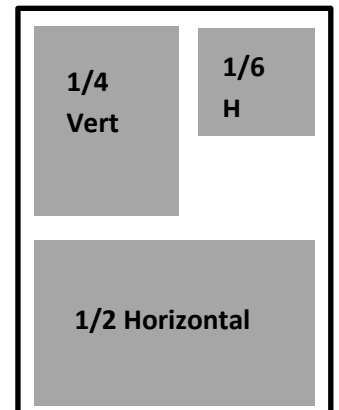
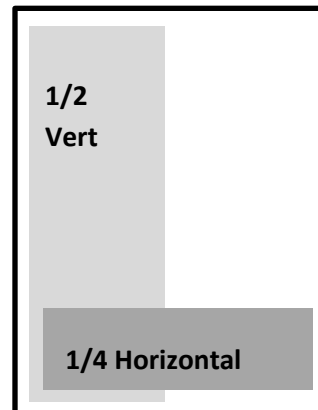
*Color deadline for Magazines 1 & 2. B/W ads for Magazine 1 due by 8/15/17

**Color deadline for Magazines 3 & 4. B/W ads for Magazine 3 due by 1/4/18

Advertising Rates:	Magazine 1	Magazine 2	Magazine 3	Magazine 4	All 4 Magazines Up to 40% off!
	Fall mags: 20% off color!		Spring mags: 20% off color!		
Full Page Color Center	\$2350		\$2350		\$3530
1/2 Page Color Center	\$1680		\$1680		\$2520
Full Page Color	\$1960		\$1960		\$2940
1/2 Page Color	\$1410		\$1410		\$2110
Full Page B/W	\$990	\$990	\$990	\$990	\$2500
1/2 Page B/W	\$760	\$760	\$760	\$760	\$1860
1/4 Page B/W	\$480	\$480	\$480	\$480	\$1155
1/6 Page B/W	\$395	\$395	\$395	\$395	\$945

Featured Programs by Magazine:

- Magazine 1: Renée Fleming, Sept. 19, 2017
Circles of Life, Sept. 28, 2017
Piano Fireworks, Oct. 19, 2017
- Magazine 2: Youth Concerts, TBD Nov. 2017
Paganini Violin Concerto, Nov. 16, 2017
Handel's Messiah, Dec. 7, 2017
Cirque de la Symphonie, Dec. 17, 2017
- Magazine 3: Grieg and Schubert, Jan. 25, 2018
Youth Concerts, TBD Feb. 2018
4 Seasons of the McKenzie River, Feb. 15, 2018
- Magazine 4: Tales of Hemingway, Mar. 15, 2018
Earth and Sea, Apr. 19, 2018
Mahler's Fifth, May 17, 2018



Ad Sizes:

Center Spread:	bleed	17.25"x11.25"
	(live image area)	16"x10.5"
	non-bleed	16"x9.75"
Full Page:	non-bleed	7.5"x 9.75"h
Full Page:	bleed (back cover)	8.75"x11.24"h
	(live image area)	8"x10.5"h
1/2 Page:	Horizontal	7.5"x4.75"h
	Vertical	3.625"x9.75"h
1/4 Page:	Horizontal	7.5"x2.375"h
	Vertical	3.625"x4.75"h
1/6 Page:	Horizontal (only)	3.625"x3.125"h