



OVERTURE Advertising

Each year the Niagara Symphony Orchestra produces a concert programme called OVERTURE. This 80 page, full colour programme is distributed at each concert in the season from September to May, and reaches approximately 12,000 patrons who are engaged with The Niagara Symphony, the FirstOntario Performing Arts Centre, and the core of downtown St. Catharines. This programme is full of information about the music, guest artists, and talented musicians who bring the concerts to life - but it also contains messages from business who are engaged with the arts in St. Catharines. With an ad in OVERTURE your message will be presented countless times as patrons attend multiple concerts, share the programme with friends, and bring the programme home to read again and again!

An advertisement in OVERTURE is an investment in promoting your business, and an investment in the Symphony.

2018-2019 Concert Programme, OVERTURE

Full Colour

Distribution: Handed out at each of our 24 concerts to over 13,000 patrons annually. 8,000 copies printed.

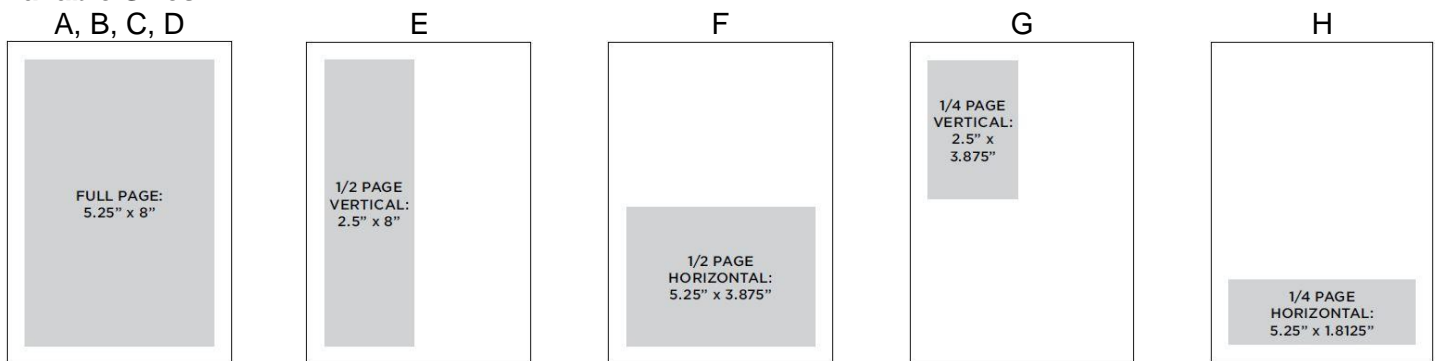
Booking Deadline: July 23, 2018

Season Duration: September 2018 – May 2019

Ad Artwork Deadline: August 1, 2018

Pricing & Specifications: See Page 2

Available Sizes



Specifications

All digital colour and greyscale artwork must be supplied at 300 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the web are not suitable for printing.

All colour artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which may result in a colour shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.



Advertising Order Form

Name: _____ Company: _____

Mailing Address: _____

Email: _____ Phone: _____

OVERTURE

	Ad Sizes		Price	Complimentary POPS! Tickets
A	<input type="checkbox"/> Outside Back Cover		\$2,420 +HST	8 tickets to either: P1, P2, P3, or P4
B	<input type="checkbox"/> Inside Front Cover		\$1,815 +HST	8 tickets to either: P1, P2, P3, or P4
C	<input type="checkbox"/> Inside Back Cover		\$1,815 +HST	8 tickets to either: P1, P2, P3, or P4
D	<input type="checkbox"/> Full Page		\$1,400 +HST	8 tickets to either: P1, P2, P3, or P4
E, F	<input type="checkbox"/> Half Page	<input type="checkbox"/> Vertical or <input type="checkbox"/> Horizontal	\$770 +HST	6 tickets to either: P1, P2, P3, or P4
G, H	<input type="checkbox"/> Quarter Page	<input type="checkbox"/> Vertical or <input type="checkbox"/> Horizontal	\$440 +HST	4 tickets to either: P1, P2, P3, or P4

Payment Information

Credit Card

VISA

Mastercard

Cheque (Please make payable to: **The Niagara Symphony Association**)

Credit Card Number: _____

Expiry Date: _____ CVV: _____ Name: _____

Date: _____ Total Amount Due: _____

Signature: _____ Name: (Print): _____

Submit your Order Form with a 50% Deposit by **July 23, 2018** to reserve your advertisement in the 2018-2019 OVERTURE Programme. Final artwork and payment is due by **August 1, 2018**.

Please return the completed form to:

Annie Slade, Marketing & Development Coordinator
 11 Bond Street, Suite 207, St. Catharines, ON L2R 4Z4
 T: 905-687-4993 x 225 E: admin@niagarasymphony.org