



**Sheboygan Symphony Orchestra
2020-2021 Season
Concert Program Book Advertising Contract**

This Advertising Contract serves as a purchase agreement for advertising space in the Sheboygan Symphony Orchestra's 2020-2021 Season Concert Program Book. The Advertiser will receive the same ad, in the same location, in all Program Books for all SSO and Sheboygan Youth Symphony concerts during the 2020-2021 season. **Due to the COVID-19 pandemic, all program ads for the 2020-21 season will be digital programs. The programs will be made available on the SSO website for the duration of the season, promoted on all SSO social media, and sent via email to over 2,000 subscribers. In addition, all ads will be displayed to concertgoers during a pre-concert large screen slideshow projection.**

Advertiser Information: Business Name: _____
 Contact Person: _____
 Address: _____
 City, State, Zip: _____
 Phone: _____ E-mail: _____
 Authorized Signature: _____

Location Request: Placement: _____ Ad Size: _____

2019-2020 season advertisers will be given same-placement priority if they renew their contract by September 1, 2020

Technical Specifications:	<u>Size of Ad</u>	<u>Width x Height</u>
	Full Page	4 3/4" x 7 1/2"
	Half Page	4 3/4" x 3 5/8"
	1/4 Page Vertical	2 1/4" x 3 3/4"
	1/4 Page Horizontal	4 3/4" x 1 3/4"
	1/8 Page	2 1/4" x 1 3/4"

Advertising Rates:	<u>Location</u>	<u>Full Page</u>	<u>1/2 Page</u>	<u>1/4 Page</u>	<u>1/8 Page</u>
	Inside Front Cover (color)	\$950	\$500	-	-
	Inside Back Cover (color)	\$950	\$500	-	-
	Back Cover (color)	\$1,000	-	-	-
	Inside Pages (color)	\$900	\$450	\$325	\$250
	Inside Pages (black & white)	\$850	\$425	\$300	\$225

Ad Specifications: Camera-ready art for ads should be supplied with order. Files accepted are JPG, TIFF, or PDF files on flash drive, or e-mail (preferred). If assistance in producing an ad is needed, please contact SSO Executive Director at the SSO Office (920) 452-1985 or email **business@sheboygansymphony.org**. An extra charge will be assessed for ad production or files that need editing or not in specified format, based on size and complexity of ad.

Deadline for ad copy is September 1, 2020

- _____ Use same ad as in 2019-2020 Season Program Book
- _____ New camera-ready ad enclosed/emailed
- _____ Ad copy for production enclosed/emailed

Total Amount Due: \$ _____
 Please make checks payable to: Sheboygan Symphony Orchestra
 830 North 8th Street
 Sheboygan, WI 53081

*Payment by Master Card or Visa also accepted
 Payment with contract and ad copy is appreciated and will allow you a 5% discount*

For Internal Use Only

Order Rcv'd: _____ Invoice Sent: _____ Letter Sent: _____
 Payment Rcv'd: _____ Amount: _____ Check No.: _____
 Card Number: _____ Expiration Date: _____