



EVANSTON SYMPHONY ORCHESTRA

Lawrence Eckerling, Music Director

CONCERT SERIES PROGRAM SPECIFICATIONS

CONCERT SERIES PROGRAM

The program is printed in 1-color black ink and handed out at each concert (4 total concerts). All ads will be printed at the start of the season and wrap each individual program.

Ad Size/Position	Non-Bleed Ad Size	Trim Ad Size	Bleed Size*
Back Outside Cover	4.5"w x 7.5"h	5.5"w x 8.5"h	5.75"w x 8.75"h
Inside Front Cover	4.5"w x 7.5"h	NA	NA
Inside Back Cover	4.5"w x 7.5"h	NA	NA
Full Page	4.5"w x 7.5"h	NA	NA
Half Page	4.5"w x 3.7"h	NA	NA
Quarter Page	4.5"w x 1.75"h	NA	NA

*Bleed sizes include 1/8" outside all trim edges.

Please allow 1/4" minimum safety in from all trim edges to critical copy for bleed ads.

Holiday Concert program

Ad specifications are identical. Separate artwork may be submitted no later than November 1st.

PRINT AD SPECIFICATIONS

Special Position

There is no guarantee of special position unless stipulated in contract.

MECHANICAL REQUIREMENTS

Artwork

All ads must be submitted as complete digital artwork files (see below). Production errors are at your own risk if you do not supply a printed proof. If you need an ad created for you, this can be done, but there may be an additional cost.

Color

All ads will be printed black ink only on white gloss text.

Size

Ads should be submitted at final size.

Digital Files

Preferred format is Adobe Acrobat PDF X-1a: 2003 (images must not be downsampled below 300 dpi and must be in BW color; use Acrobat X-1a settings. Adobe Illustrator (version CS6 or below) with BW 300 dpi images embedded and all fonts converted to outlines is also acceptable. Quark Xpress (9 or below) files with all fonts and images and other file formats are subject to review.

Please name your files as follows. ([] indicates substitute correct data here.)

[AdvertiserName]_ESO[year]Season_[AdSize].pdf

or

[AdvertiserName]_ESO[year]Holiday_[AdSize].pdf

