

2018-2019 Concert Program Ad Rates

La Jolla Symphony & Chorus

An Affiliate of UC San Diego

Ad Sizes

POSITION	6X RATE	3X RATE	1X RATE
Inside Front Cover	\$1800	\$1300	\$900
Back Cover	\$1800	\$1300	\$900
Full Page (8" W x 10"D)	\$1500	\$1200	\$800
2/3 Page Vertical (4 ½ " W x 10" D)	\$1200	\$900	\$625
½ Page (8" W x 5-1/8" D)	\$1000	\$800	\$575
1/3 Page Vertical (8" W x 3-1/4" D)	\$900	\$780	\$485
1/3 Page Horizontal (8" W x 3-1/4" D)	\$900	\$780	\$485
1/4 Page (3 7/8" W x 5 1/8" D)	\$750	\$580	\$400

Deadlines

Space reservation: 4 weeks prior to publication dates

Ad materials: 3 weeks prior to publication dates, new ad artwork can be submitted during the year

Materials

B&W, 300 dpi / Formats: jpeg or pdf

Website

No additional charge for full-season advertisers. Your logo will appear on lajollasympphony.com.

Publication Dates 2018-2019 Season

Concert program guides are printed and distributed on the following concert weekends.

Note: concert season runs November through June, but ad contracts can be configured for calendar year upon request.

November 3-4, 2018*

December 8-9, 2018

February 9-10, 2019

March 16-17, 2019*

May 4-5, 2019

June 8-9, 2019

**bonus distribution at Young People's Concert on Nov. 3*

Terms of Payment

Payment is due in full upon first publication. Credit cards (MC or Visa) accepted.

Circulation

10,000 copies per year (6 concert season)/ 22,000 views from pass-along readership.

Audience Demographics (from most recent audience survey)

AGE

65+ years: 47%
50-64 years: 32%
35-49 years: 14%
34 years and under: 7%

INCOME

>\$49,000: 18%
\$50,000 - \$99,000: 36%
\$100,000 - \$149,000: 18%
\$150,000 - \$199,000: 11%
\$200,000+ : 15%

**1/3 Page
Horizontal
(8" W x 3 1/4"D)**

**1/4 Page
(3 7/8" W x 5 1/8"D)**

**1/2 Page
(8" W x 5 1/8"D)**

**Full Page
(8" W x 10"D)**

**2/3 Page Vertical
(4 ½ " W x 10" D)**

**1/3 Page Vertical
(8" W x 3-1/4" D)**