



# BRAVO! SPECIFICATIONS

## 2023-2024 SEASON PROGRAM

### PRINT

#### BACK COVER:

Full-Page, Full-Color

HALF SEASON

PRICE:

**\$3,750**

FULL SEASON

PRICE:

**\$6,000**

#### BACK INSIDE COVER:

Full-Page, Full-Color

**\$3,250**

**\$5,000**

#### FRONT INSIDE COVER:

Full-Page, Full-Color

**\$3,250**

**\$5,000**

#### FULL PAGE:

Full-Page, Full-Color

**\$2,250**

**\$4,000**

ADDITIONAL BENEFITS: Two Tickets to a performance of your choice

\*\*Subject to availability; tickets allocated per half season.

#### FULL PAGE BLEED

trim: 5.5" wide x 8.5" tall  
bleed: 5.625" wide x 8.625" tall  
(0.125" on all sides)

Suggested Live Area:  
4.625" wide x 8" tall

#### FULL PAGE NON-BLEED

5.0" wide x 8.0" tall

#### HALF PAGE:

Half-Page, Full-Color

**\$1,650**

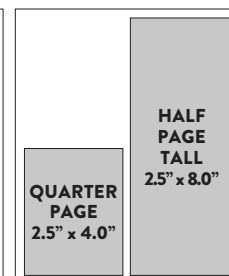
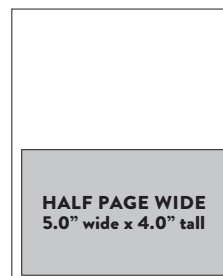
**\$2,975**

#### QUARTER PAGE:

Quarter-Page, Full-Color

**\$1,250**

**\$2,050**



Ads must be in Adobe Portable Document Format (PDF). All colors should be converted to CMYK colorspace (files containing spot colors or RGB colors will be converted to CMYK and we are not responsible for errors due to color conversion).

Finished PDF should be a high-resolution (Press Optimized; 300 dpi) PDF with all fonts converted to outlines and all images embedded.

We cannot be held responsible for files created incorrectly, missing fonts, or lacking resources. Other acceptable file formats are TIFF and JPG, but please ensure that the resolution is 300 dpi, the colorspace is CMYK, and the JPG compression is at least 10 or higher (to retain the best quality of the image). Camera-ready ads under 15 MB in size can be emailed to amorra1@charlestonsymphony.org.

Email final ad as a PDF, CMYK colorspace, 300 dpi to [amorra1@charlestonsymphony.org](mailto:amorra1@charlestonsymphony.org)

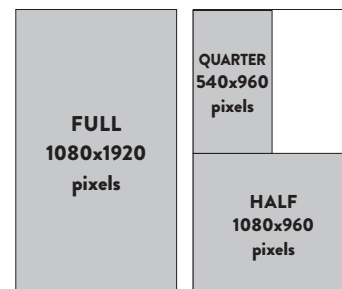
### DIGITAL BOARDS

(Included with Package, Board Corresponds to Page Size in Program)

Full-Color Digital Board plus Logo and link to your website on [charlestonsymphony.org](http://charlestonsymphony.org).

Full	1080 x 1920 pixels	Portrait orientation
Half*	1080 x 960 pixels	Landscape orientation
Quarter*	540 x 960 pixels	Portrait orientation

\*Quarter and Half ads may share display with other ads



### EMAIL BANNER

Place a banner in our “Know Before the Show” emails, which go out to show-specific ticket purchasers two days before the show to increase your exposure and target particular ticket holders.

1 email: \$350  
2 emails: \$550  
4 emails: \$950  
6 emails: \$1,350

600x200 pixels  
or  
3:1 Aspect Ratio

# TERMS AND CONDITIONS

## 2023-2024 CHARLESTON SYMPHONY SEASON PROGRAM

### PAYMENT TERMS

Advanced payment is required prior to publishing advertisement unless alternative payment plan is explicitly defined and agreed to within this contract.

### EMERGENCY CANCELLATION

In the event of an emergency, including flood, fire, hurricane, earthquake, strike or other Acts of God, this contract shall be waived for the period of time, and the Charleston Gaillard Center nor the Program Book Sponsor shall be liable for damages.

### PROGRAM DISTRIBUTION & CIRCULATION

Program Book Sponsor is contracting with the Charleston Gaillard Center for inclusion in Charleston Symphony performance programs regardless of actual audience attendance. This agreement does not include ads in the Charleston Gaillard Center's program books. The Charleston Gaillard Center makes the best effort to estimate circulation size based upon season schedule and recent attendance trends. The Charleston Gaillard Center makes no guarantee to actual attendance and is not liable for circulation shortfalls.

### CAMERA-READY AD & DESIGN/ALTERATION SERVICES

Program Book Sponsor will provide a camera-ready ad not requiring any alterations to design or creative content, and meets the correct sizing and format specifications. A charge of \$50 per hour will be incurred for any alterations made to submitted ads. Sponsor can elect to utilize the Charleston Gaillard Center design services and have their ad designed and created for \$50 per hour. If electing to utilize design services, Program Book Sponsor will be responsible for providing the Charleston Gaillard Center with copy, images, and their logo. Payment will be due prior to publishing after final proof has been approved by Program Book Sponsor. If a contract is cancelled by the Program Book Sponsor prior to fulfillment, the contract may be recalculated based upon the published rate card in light of the actual insertion. The Charleston Gaillard Center reserves the right to revise or reject any advertisement closely resembling editorial matter deemed objectionable in appearance or subject matter, is questionable in standard business ethics or public policy. The Charleston Gaillard Center reserves the right to insert the

word "advertisement" above any copy. If an error in advertising copy, size or omission occurs due to error on the part of the Charleston Gaillard Center and the Program Book Sponsor notifies the Charleston Gaillard Center of said error within two weeks of publication, one of the following remedies may be offered: the Charleston Gaillard Center may offer a "make good" advertisement in the next available issue following disclosure of the error or the Charleston Gaillard Center may cancel charges for the portion of the advertisement rendered valueless by the error. The Charleston Gaillard Center cannot assume further responsibility for mistakes after one or more of the remedies listed above have been employed and the Program Book Sponsor expressly agrees that a contract or insertion order shall not be invalidated by mistakes. In no event will the Charleston Gaillard Center be liable for any costs, damages or loss (including without limitation loss of projected earnings) directly or indirectly arising from errors in advertisements or ad placement or failure to publish an advertisement or circulate all or part of an issue. It is agreed that the Program Book Sponsor/agency will indemnify and hold the Charleston Gaillard Center harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement. Program Book Sponsor represents to the Charleston Gaillard Center that Program Book Sponsor and its agents, if any, have the full legal right to publish, in their entirety, all advertisements submitted for publication hereunder, including the use of copyrights, trademarks and likenesses, and by publishing any of such advertisements theatre will not violate the rights of any person or any federal, state, or local statutes or rules and regulations of any applicable federal, state or local authority, and advertiser agrees to indemnify theatre, and hold it harmless from and defend it against any losses, expenses, suits of claims (and any and all costs and claims, including without limitation, attorney's fees) which the Charleston Gaillard Center may incur and which arise out of the publication by it of any such advertisements, including, without limitation of the foregoing, any claims of libel, violation of rights of privacy, plagiarism, unfair competitions of trade practices, or copyright and/or trademark infringement. The Charleston Gaillard Center has the right to reject or cancel any advertising which, in our opinion, does not conform to the standards of the publication. By signing the attached Program Book reservation contract, you are agreeing to the above terms and conditions.