

## Program Book Rate Card

DEADLINES | AD SIZES | SPECIFICATIONS

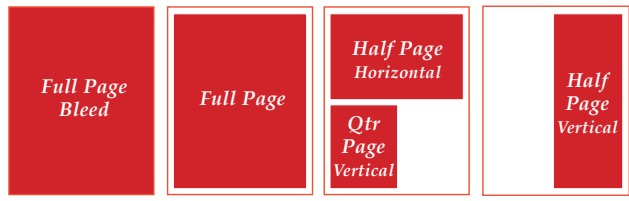


Ad Reservation Deadline • June 27, 2022  
 Materials Deadline • July 11, 2022  
 Ad Payment Deadline • July 25, 2022

**Santa Fe Pro Musica**, now in its 41<sup>st</sup> season, was the first performing arts organization in New Mexico to have been nominated for a GRAMMY Award. Presenting a variety of concerts and educational events in historic Santa Fe venues, Pro Musica is committed to inspiring and educating audiences of all ages through the performance of great music.

**The Program Book:** The 2022-23 Season full-color, 60+ page Program Book will be distributed in print and digital formats to over 9,000 ticket buyers throughout the concert season. Our programming of orchestra, string quartet, and baroque ensemble performances appeals to our audience of locals from Santa Fe and northern New Mexico, snowbirds and second-home owners, and tourists from across the southwest.

AD SIZE & ORIENTATION	AD WIDTH x HEIGHT	AD PRICE
Outside Back Cover	8.5x11	\$3,000
Inside Front Cover	8.5x11"	\$2,500
Inside Back Cover	8.5x11"	\$2,250
Full Page	7.5x10"	\$1,800
Half Page Vertical	3.625x10"	\$1,350
Half Page Horizontal	7.5x4.875"	\$1,350
Quarter Page Vertical	3.625x4.875"	\$850
Final Trim Dimension: 8.375x10.875" (add 1/8" for any bleeds)		



### Ad Specifications

- All ads should be submitted as an Adobe Acrobat PDF (CMYK) with all fonts (not smaller than 9pt) and images embedded.
- 300dpi resolution and automatic jpeg maximum quality.
- Please include advertiser's name in the file name.
- Any adjustments to your digital files required to meet our specifications will incur an additional production charge of \$125/hour billed by the quarter hour, and payable by the advertiser.
- Publisher reserves the right to refuse any ads not in compliance with our artistic or editorial standards.

PLEASE SUBMIT YOUR AD TO [ads@sfpromusica.org](mailto:ads@sfpromusica.org)  
 FOR QUESTIONS, CONTACT [info@sfpromusica.org](mailto:info@sfpromusica.org)

See our previous seasons's program book at: [sfpromusica.org/advertise-with-us](http://sfpromusica.org/advertise-with-us)