

MCYO 2013-2014 ADVERTISING RATES AND CONTRACT

Thank you for supporting the Maryland Classic Youth Orchestras by advertising in our program. Your advertisement will be seen by MCYO parents and friends, patrons of The Music Center at Strathmore, and hundreds of music lovers at our well-attended concerts. You have the opportunity to advertise during one or more of the three MCYO concerts scheduled for 2013-2014 season—in December, March, and May. Ads on the back outside, front inside, and back inside covers must run in full color. Please follow these simple instructions for placing an ad in our program.

1. Select an ad size:

		3 insertions	2 insertions	1 insertion	Dimensions
SOLD	Back outside cover in color	\$900	n/a	n/a	4.5 x 7.5"
SOLD	Front inside cover in color	\$800	n/a	n/a	4.5 x 7.5"
SOLD	Back inside cover in color	\$750	n/a	n/a	4.5 x 7.5"
SOLD	Center spread	\$1,000	n/a	n/a	10 x 7.5"
SOLD	Full page opposite concert page	\$700	n/a	n/a	4.5 x 7.5"
SOLD	Full page opposite concert page	\$700	n/a	n/a	4.5 x 7.5"
<input type="checkbox"/>	Full page	\$600	\$400	\$250	4.5 x 7.5"
<input type="checkbox"/>	Half horizontal	\$350	\$250	\$150	4.5 x 3.625"
<input type="checkbox"/>	Half vertical	\$350	\$250	\$150	2.125 x 7.5"
<input type="checkbox"/>	Quarter horizontal	\$200	\$135	\$75	4.5 x 1.75"
<input type="checkbox"/>	Quarter vertical	\$200	\$135	\$75	2.125 x 3.625"

2. Select number of insertions:

3 insertions

December

March

May

2 insertions

December

March

May

1 insertion

December

March

May

3. Give us your information:

Company _____ Contact _____

Phone _____ Fax _____ Email _____

Address _____

Check enclosed for \$ _____ Bill me for \$ _____ Signature _____

4. About your ad copy:

Our preference is to receive a high resolution (300 DPI) PDF, TIFF, or EPS file that is complete and sized according to the dimensions above. If you are unable to provide us with this kind of file, email us your typed copy in a word-processing file, along with any graphic files such as logos or images. We will typeset your ad for no additional cost and provide a proof. Advertising files should be e-mailed to cheryl@mcyo.org.

PLEASE NOTE: Graphic files should be sent as separate files and have adequate resolution for printing. A graphic image or photograph downloaded from a website is most likely not of sufficient quality. Most photographs or images on hard copy can be scanned.

I will be providing a high resolution PDF, TIFF or EPS that is ready to print.

I will need help typesetting my ad—see layout enclosed.

Repeat my ad from the _____ MCYO program.

5. Mail form to: MCYO, Attn: Cheryl Jukes

The Music Center at Strathmore
5301 Tuckerman Lane,
North Bethesda, MD 20852-3385

Or fax form to: 301.581.5202

Questions: Call Cheryl Jukes, Executive Director at 301.581.5208