



## ADVERTISING RATE SHEET 2018/2019 SEASON

SIZES*	Single Program(s)	Full Season* (4 Programs)
FULL PAGE WITH OR W/OUT BLEED :	200.00/program	600.00
1/2 PAGE VERTICAL OR HORIZONTAL :	150.00/program	450.00
1/4 PAGE VERTICAL :	100.00/program	300.00
1/8 PAGE HORIZONTAL :	50.00/program	150.00

\*Includes program display ad and logo on GSO sponsor's page with web link.

### ART REQUIREMENTS:

Pricing is based on advertiser providing digital press-ready art files in the following formats:

- High-resolution Tiff, JPG or EPS files with all type converted to paths [300 dpi preferred]
- High-resolution Press Ready Adobe® Acrobat PDF files with all type converted to paths [300 dpi preferred]

### ADS SUPPLIED AS CAMERA-READY ART [ADDITIONAL CHARGE]:

An ad or part of an ad can be supplied as camera-ready art, ready to be scanned.

This work is an additional cost, billed at 100.00/hour with a 25.00 minimum.

Camera-ready ads must be submitted 4 weeks before the performance date.

### LOGO ART REQUIREMENTS FOR WEB:

Advertiser must supply web link URL and digital web-ready logo files in the following formats:

JPG, JPEG, GIF, PNG

### DESIGN & PRODUCTION:

Don't have a display ad? We can design and produce ads for you.

Design/Production: 200.00.

Send us your logo and copy. Cost includes one client revision.

**PAYMENT IS DUE** at the time of placing the order.

**DEADLINE FOR ART** is 14 days prior to performance date.

We will print/publish the files as they are received unless otherwise instructed, in which case additional charges apply for alterations. You can supply a hard-copy proof with the electronic version, if you wish.

**Price does not include any alterations or corrections to make the art work acceptable for print. Additional charges will apply for typesetting & design, incorrect file size and/or content revisions.**

**RETURN OF ART:** We do not return furnished art files, so please send only copies, not your original files.

### CONTACT: GSO ADVERTISING

Bassett & Brush, 3919 N Monroe,  
Spokane WA 99205  
p: 509.327.3182

e: [scott@bassettandbrush.com](mailto:scott@bassettandbrush.com)

Effective: 07.01.2018 – 06.30.2019

Gonzaga Music Department,  
Kevin Hekmatpanah  
p: 509.313.6734  
e: [hekmatpanah@gonzaga.edu](mailto:hekmatpanah@gonzaga.edu)

### PRINT:

**FULL PAGE  
WITH BLEED**  
[8.5" x 11.0"  
+ minimum of 1/8"  
bleed]

**FULL PAGE  
WITHOUT  
BLEED**  
[8.0" x 10.5"]

**1/2 PAGE  
HORIZONTAL**  
[8.0" x 5.125"]

**1/2 PAGE  
VERTICAL**  
[3.875" x 10.5"]

**1/4 PAGE  
VERTICAL**  
[3.875" x 5.125"]

**1/8 PAGE  
HORIZONTAL**  
[3.875" x 2.5"]



# INSERTION ORDER 2018/2019 SEASON

## ADVERTISING INSERTION PERFORMANCE SEASON 2018/2019

†For Single Performance Orders, indicate for which performance(s) this order applies.

☐ OCTOBER 15, 2018  
SHLOMO MINTZ, VIOLIN SOLOIST

☐ MARCH 4, 2019 – YOUNG ARTISTS  
CONCERTO/ARIA COMPETITION WINNERS

☐ DECEMBER 3, 2018  
LYNN HARRELL, CELLO SOLOIST

☐ APRIL 28, 2019 – GSO'S INAUGURAL CONCERT IN  
THE WOLDSON PERFORMING ARTS CENTER

### PROGRAM PRINT/WEB AD SIZES

FULL PAGE WITH OR WITHOUT BLEED (FP):

1/2 PAGE VERTICAL OR HORIZONTAL (HP):

1/4 PAGE VERTICAL (QP):

1/8 PAGE HORIZONTAL (EP):

### Single Performance(s)†

200.00/program

150.00/program

100.00/program

50.00/program

### Full Season\*

600.00

450.00

300.00

150.00

\*Includes program display ad and logo on GSO sponsor's page with web link.

†For Single Performance Orders, indicate which performance(s) above

‡ Entire season includes logo with web link during summer months FREE

**PAYMENT & BILLING:** Single Performance ads must be paid in advance. Full Season; 1st Performance must be paid in advance. Multi-insertion accounts will be billed prior to next performance period thereafter. Account balances not paid in full will result in suspension of placement, regardless of contracted insertion dates, until such balance is paid in full.

**TERMINATION:** Orders may be canceled, if written notice is received by Bassett & Brush within 72 hours of date below. All advertising is subject to acceptance by Gonzaga Symphony Orchestra, who reserves the right to reject any advertisement and to cancel this agreement.

**AGREEMENT:** I understand that by signing this Advertising Contract, I agree to place the advertisement referred to in this contract with the Gonzaga Symphony Orchestra (GSO). I understand that GSO will reserve this advertising space in its publications based on my execution of this order form. I certify that I am authorized to place this order, and I guarantee payment. I have read and agree to the payment & billing, termination, advertising terms and conditions herein.

Advertiser (or agent): \_\_\_\_\_ Date: \_\_\_\_\_

Publisher's Rep.: \_\_\_\_\_ Date: \_\_\_\_\_

Make checks payable to: Bassett & Brush

### CONTACT: GSO ADVERTISING

Bassett & Brush, 3919 N Monroe,  
Spokane WA 99205

p: 509.327.3182 | t. 877.327.3182

fax: 509.327.9078

e: scott@bassettandbrush.com

Gonzaga Music Department,  
Kevin Hekmatpanah

p: 509.313.6734

e: hekmatpanah@gonzaga.edu