



## ADVERTISING CONTRACT

### Inaugural Season 2021-2022

I intend to place an advertisement with the Fredericksburg Symphony Orchestra. I agree to pay the quoted fee. I understand that for a Season Subscription advertisement I will receive a 15% discount on the entire cost, I am entitled to pay the total amount in three (3) equal payments, and will receive a free business card ad space in the Symphony Supporters newsletters. I agree to pay the installments by the due dates. I have included my payment and the camera-ready advertisement (PDF/JPEG/Business Card) along with this contract.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Advertiser/Business: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Total Payment:** \_\_\_\_\_ **Payment Installment:** \_\_\_\_\_

**Ad Size:** Please circle the letter indicating the size of Ad you are submitting.

- |                     |                 |
|---------------------|-----------------|
| A Full Page (color) | D Quarter Page  |
| B Full Page (b/w)   | E Eighth Page   |
| C Half Page         | F Business Card |

**Publication:** Please select the publications you would like for your advertisement to appear (check all that apply).

Fredericksburg Symphony Orchestra Concert Programs

- |   |                                      |
|---|--------------------------------------|
| _____ October Masterwork Concert  | _____ March European Fantasy Concert |
| _____ December Holiday Pops Concert   | _____ April Season Finale Concert    |
| _____ Season Subscription (all concert programs and business card in newsletters) |                                      |

## ADVERTISING RATES, SIZES, AND INSTRUCTIONS

### Inaugural Season 2021-2022

**Advertising Size and Rates:** The current advertising sizes and rates are listed in the chart below. The Season Subscription rate on the chart shows the 15% discount for the ads. All Season Subscriptions will receive a free business card Ad space in our newsletters. Season Subscriptions may be paid in three equal installments.

<b>Size &amp; Rates per Concert Program</b>	<b>1 Program</b>	<b>2 Programs</b>	<b>3 Programs</b>	<b>4 Programs</b>	<b>Season Subscription with Discount</b>
Full Page (color 6 x 7 1/2)	\$450.00	900.00	1,350.00	1,800.00	\$1,530.00
Full Page (b/w 6 x 7 1/2")	\$350.00	700.00	1050.00	1,400.00	\$1,190.00
Half Page (6" x 3 5/8")	\$250.00	500.00	750.00	1,000.00	\$850.00
Quarter Page (2 7/8" x 3 5/8)	\$150.00	300.00	450.00	600.00	\$510.00
Business Card (2 7/8" x 1 5/8")	\$125.00	250.00	375.00	500.00	\$425.00

**Advertising Due Dates for Materials and Payments:** The due dates for each concert Ad are listed below. Season Subscriptions may be paid in three installments as per the following schedule.

October Masterworks:	October 1, 2021	1 <sup>st</sup> Installment for Season Subscription
Holiday Pops:	November 12, 2021	2 <sup>nd</sup> Installment for Season Subscription
March Concert:	February 18, 2022	3 <sup>rd</sup> Installment for Season Subscription
April Finale:	April 15, 2022	

**Advertising Instructions:** All Ads must be camera-ready. Electronic formats should be either PDF or JPEG files.

Please make checks payable to: **Fredericksburg Symphony Orchestra**

Please return signed contract, check, and camera-ready Ad and/or Business Card to:

Fredericksburg Symphony Orchestra  
P.O. Box 1460  
Fredericksburg, VA 22402

Electronic Ads and inquiries may be sent to the Fredericksburg Symphony Orchestra:

Phone: 540-370-2399

E-mail: [info@fredericksburgsymphony.org](mailto:info@fredericksburgsymphony.org)

Actual Sizes for Camera-Ready Advertisements

