

PROGRAM BOOK
ADVERTISING
 2018 | 2019 SEASON



AUDIENCE

The Philharmonia audience is comprised of affluent, highly-educated individuals who love the performing arts. Most are between the ages of 50 and 80 and live throughout the San Francisco Bay Area. You can reach up to 3,000 patrons **per concert set** with an ad in each of our four regular 2018/2019 season program books. That's up to **12,000 impressions per concert set**.

PRICING AND SIZES

SIZE	4X PRICE	3X PRICE	2X PRICE	1X PRICE	WIDTH	HEIGHT	BLEED	TRIM
Full page bleed	\$1,260	\$1,080	\$800	\$450	6.25"	9.25"	1/8"	6"x9"
Full page non-bleed	\$1,260	\$1,080	\$800	\$450	5.5"	8.5"		
1/2 page vertical	\$630	\$540	\$405	\$225	2.75"	8.5"		
1/2 page horizontal	\$630	\$540	\$405	\$225	5.5"	4.125"		
1/4 page vertical	\$345	\$295	\$240	\$135	2.75"	4.125"		
1/4 page horizontal	\$345	\$295	\$240	\$135	5.5"	2.125"		

All ads are full color. Premium Full Page Positions are available on a first come, first served basis at no additional cost.

To reserve space please contact Michael Vogel at 415-261-8972
 Email kerouacmv@yahoo.com

*Philharmonia does not provide graphic design services. All ads must be submitted as high-resolution PDFs built to the correct size specifications. Prepayment required **before publication**. Payments can be made online or by check along with an invoice.*

DEADLINES

ISSUE 2018/2019	AD SPACE	AD DELIVERY	DISTRIBUTION DATES
OCTOBER	AUGUST 30, 2018	SEPTEMBER 12, 2018	OCTOBER 3-7, 2018
NOVEMBER/DECEMBER	SEPTEMBER 27, 2018	OCTOBER 10, 2018	NOVEMBER 7-11, 2018 DECEMBER 5-9, 2018
FEBRUARY/MARCH	JANUARY 3, 2019	JANUARY 16, 2019	FEBRUARY 6-10, 2019 MARCH 6-10, 2019
APRIL	MARCH 4, 2019	MARCH 11, 2019	APRIL 6-13, 2019