



1487 West State Route 89A, Ste. 9, Sedona, AZ 86336  
 Phone (928) 204-2415 ~ Fax (928) 282-0893  
 SedonaCMS@esedona.net and ChamberMusicNews@esedona.net

## 2012-2013 SEASON ADVERTISING AGREEMENT

Company: \_\_\_\_\_

Name: \_\_\_\_\_ Email address \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Amount for Ad: \$ \_\_\_\_\_

Total Amount for 2012-2013 Advertising\* \$ \_\_\_\_\_

Payment received: \$ \_\_\_\_\_ Payment type: \_\_\_\_\_

Electronic ad copy and signed agreement required by July 1, 2012.

If same ad is to be used, please attach print copy to signed agreement.

NOTE: A fresh copy, even if no change, will produce a crisper product

\* 10% discount if signed agreement and payment received by March 1, 2012

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Client hereby agrees to all terms and conditions stated herein.*

CMS assures the advertiser a minimum of five concerts held in Sedona,  
 twelve *Met: Live in HD* simulcasts, and a host of special events for a minimum of 20 impressions  
 October 2012—June 2013.

**Back Cover**  
 (4-Color)

\$2,500

5 1/2 x 8 1/2

**Front or Back  
 Inside Cover**  
 (4-Color)

\$2,000

5 1/2 x 8 1/2

**Full Page**  
 Internal  
 Color

\$1,500

4 3/4 x 7 7/8

**Full Page**  
 Internal  
 B&W

\$1,250

4 3/4 x 7 7/8

**Half Page**  
 Internal  
 Horizontal  
 B&W  
 \$ 625  
 Color  
 \$ 750

4 3/4 x 3 7/8

**Half Page**  
 Internal  
 Vertical  
 B&W  
 \$ 625  
 Color  
 \$ 750

2 1/4 x 7 7/8

**Quarter Page**  
 Internal  
 Vertical  
 B&W  
 \$325  
 Color  
 \$ 375

2 1/4 x 3 7/8

**Quarter Page**  
 Internal  
 Horizontal  
 B&W  
 \$325  
 Color  
 \$ 375

4 3/4 x 1 7/8



2012-2013 Program Mechanical Requirements  
October 2012 - to June 2013

**Ad Dimensions**

<b>Cover* Full Page vertical only</b> Bleed size 5 <sup>3</sup> / <sub>4</sub> x 8 <sup>3</sup> / <sub>4</sub> Live area 5 x 8	<b>1/2 Page Internal Vertical</b> Bleed size 2 <sup>5</sup> / <sub>8</sub> x 8 <sup>3</sup> / <sub>4</sub> Live area 2 <sup>1</sup> / <sub>4</sub> x 7 <sup>7</sup> / <sub>8</sub>	<b>1/4 Page Internal Vertical</b> Bleed size 2 <sup>5</sup> / <sub>8</sub> x 4 <sup>3</sup> / <sub>8</sub> Live area 2 <sup>1</sup> / <sub>4</sub> x 3 <sup>7</sup> / <sub>8</sub>
<b>Internal Full Page Vertical Only</b> Bleed size 5 <sup>3</sup> / <sub>4</sub> x 8 <sup>3</sup> / <sub>4</sub> Live area 4 <sup>3</sup> / <sub>4</sub> x 7 <sup>7</sup> / <sub>8</sub>	<b>1/2 Page Internal Horizontal</b> Bleed size 5 <sup>3</sup> / <sub>4</sub> x 4 <sup>1</sup> / <sub>4</sub> Live area 4 <sup>3</sup> / <sub>4</sub> x 3 <sup>7</sup> / <sub>8</sub>	<b>1/4 Page Internal Horizontal</b> Bleed size 5 <sup>3</sup> / <sub>4</sub> x 2 <sup>1</sup> / <sub>4</sub> Live area 4 <sup>3</sup> / <sub>4</sub> x 1 <sup>7</sup> / <sub>8</sub>

**\*Final trim size: 5 1/2 x 8 1/2**

**Format**

The preferred format for ads is a high-resolution PDF created in Adobe Acrobat (5.x or above). Contact Chamber Music Sedona with any questions at (928) 204.2415 or email us at [chambermusicnews@esedona.net](mailto:chambermusicnews@esedona.net). Other acceptable formats include: InDesign; Photoshop (5.x or above) with type rasterized and layers flattened; or Illustrator (6 or above) with fonts converted to paths or outlines. Files prepared in InDesign must be collected for output and must include all images and Postscript Type 1 fonts, along with a collect report.

**Images**

Halftone images (both color and black-and-white) should be 350 dpi when used at 100% of size, and color must be converted to CMYK process colors; no RGB images can be accepted. Line art should be provided at a minimum of 1,200 dpi resolution. Halftone or line art images used at more than 140% or less than 70% of original size are not recommended.

**Bleeds**

Full-page bleed ads should be set up at full-page size with 1/8" bleed extending beyond dimensions; all cover ads should have a 1/4" bleed. Bleed ads submitted in PDF format must have the appropriate bleed (1/8" for full-page; 1/4" for covers) set up in the Options tab in Adobe Acrobat. Non-bleed ads should allow for a 1/8" grindoff. All ads should contain elements within 1/4" of the trim size. See "Ad Dimensions" above for more details.

**Printing Process**

Direct to plate; no film will be accepted. The book is printed on Web offset at 175 line screen on 60# semi-gloss coated paper and is perfect bound. SWOP standards apply.

**Proofs**

A black-and-white proof (i.e. laser) must be provided with black-and-white ads, and a high-end digital color proof for ads containing four-color scans or complex four-color composition. Proofs submitted to be at 100%. Neither CMS nor its printer is liable for the quality or content of ads printed without proper proofs provided, nor for PDF ads not properly created for press purposes. Mail proofs to: Chamber Music Sedona, 1487 W SR 89A Ste 9, Sedona, AZ 86336.

**Design and Payment Policy**

A \$35/hour fee will be charged for graphic-related work if required, billed to client payable upon receipt. Cover pages may bleed to the edge upon request. CMS reserves the right to reject advertising it sees as inappropriate. Late payments billed at 10%.