



Bloomington Symphony Orchestra Program Ad Specifications

Email links (for FTP) or files to info@bloomingtonsymphony.org

Questions? Contact [Sara Kleinsasser Tan](#), Executive Director [email](#) or cell/text 216-789-0710

2027-27 SEASON DEADLINES

Reservation Deadline

September 3, 2026
October 1, 2026
January 9, 2027
February 22, 2027

Payment & Artwork Due

September 21, 2026
November 2, 2026
February 1, 2027
March 15, 2027

Concert Date

October 11, 2026
November 22, 2026
February 21, 2027
April 11, 2027

AD ARTWORK SPECS

DOCUMENT

- Create your document to the exact size it will print.
- Full-page ads are 7.5" x 10"
- Half-page ads are horizontally oriented and are 7.5" x 4.75"
- On full-page ads, please allow a 1/4" margin from the trim for text and images.

IMAGES

- All images should have a minimum resolution of 300 dpi at 100%. Do not use LZW compression.
- All images should be converted to grayscale
- All image files should be TIF, JPG or EPS. PICT and GIF files are low-resolution web files and are not suitable for printing.
- Do not copy and paste images from a program into a page layout program. Import or place the image through the page layout program.
- Make sure the file extensions remain intact on all files. If they are changed or omitted, they are unrecognizable when transferred.

COLORS

- Please create and submit **grayscale files only**.

FONTS

- Use only postscript, open type, and true type fonts.
- Avoid system fonts.
- Be sure to supply the fonts for any artwork used in your document if they are not converted to outlines in the artwork.

NATIVE FILE SUBMISSION

- When submitting native application files, please provide the native application file and all supporting image files and fonts used.
- Zip or stuff the document, all fonts and images used before submitting via e-mail or FTP. There is a higher risk of file corruption when files are not compressed before transfer.

ACCEPTED FILE FORMATS

Preferred

- .pdf – Press-ready (Includes bleeds with all fonts embedded)

If needed

- .indd – Adobe InDesign 2.x-CC
- .psd – Adobe Photoshop 5.5-CS6

FILE DELIVERY METHODS

- FTP (Compressed and placed in a job-specific folder in a program like Google Drive or Dropbox)
- Email (Files less than 10MB)