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

DEADLINES

Concert Date	Reservation Deadline	Payment & Artwork Due
October 6, 2024	September 3, 2024	September 16, 2024
November 17, 2024	October 18, 2024	October 28, 2024
February 9, 2025	January 7, 2025	January 20, 2025
April 6, 2025	March 7, 2025	March 20, 2025

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 horizontal orientation 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