

## AD RATES

**Advertising in Apollo's Fire program books allows you to connect with a wide and varied audience!**

Nearly 15,000 program books are distributed annually to audiences in Cleveland, Akron, and Chicago. This year's series includes splendid royal fanfares, masterpieces by Handel & Bach, folk music from Ireland and Latin America, and more!

We also promote our advertisers to a worldwide audience through AF's Watch-at-Home Series, now in its 4th successful season.

### PREFERRED FILE FORMAT:

PDF, TIFF, or PNG

### DELIVERY:

Send files to Nichole Fehrman, Director of Marketing, at [nfehrman@apollosfire.org](mailto:nfehrman@apollosfire.org).

*Interested in a custom advertising package?  
Just ask!*

Size/Position	Color	Single	Full Season
Outside Back Cover	CMYK	N/A	\$1500
Inside Front Cover	CMYK	N/A	\$1250
Inside Back Cover	CMYK	N/A	\$1250
Full-Page Center	CMYK	\$300	\$1250
Full Page	BW	\$225	\$1000
1/2 Page Horizontal	BW	\$150	\$625
1/4 Page Vertical	BW	\$100	\$400
1/4 Page Horizontal	BW	\$100	\$400
1/8 Page	BW	\$75	\$275

### Ad Sizes (width X height)

Publication Trim Size	5.5" x 8.5"
Ad - Full Page, bleed	5.75" x 8.75"
Ad - Full page, non-bleed	5" x 8"
Ad - 1/2-page horizontal, non-bleed	5" x 3.875"
Ad - 1/4-page vertical, non-bleed	2.375" x 3.875"
Ad - 1/4-page horizontal, non-bleed	5" x 1.8125"
Ad - 1/8-page, non-bleed	2.375" x 1.8125"

## CLOSING DATES

Program	Location(s)	Run Dates	Deadline
Splendour in London	CLE/AKR	Oct. 12-15	Sept. 20
Handel's Israel in Egypt	CLE/CHI	Oct. 19 & 21	Sept. 27
Nights in Venice	CLE/CHI	Nov. 9-12	Oct. 18
Fire & Joy	CLE/AKR	Nov. 16-19	Oct. 25
Wassail! An Irish-Appalachian Christmas	CLE/AKR/CHI	Dec. 6-17	Nov. 14
Biber's Sacred Mysteries	CLE/AKR	Feb. 15-19	Jan. 24
Hispania! A Voyage from Spain to the Americas	CLE/AKR/CHI	Mar. 20-25	Feb. 27
Bach's Easter Oratorio	CLE/AKR	Apr. 25-28	Apr. 3

### Additional pricing for CUSTOM AD CREATION:

*With supplied copy and print quality graphic elements, basic ads can be created at a rate of \$50/hour. Copy and art must be submitted via e-mail in final and electronic form. Logos should be supplied as .eps files and other graphic files should be print quality (300 dpi). These materials must arrive two weeks in advance of the deadline. One approval PDF will be e-mailed to the advertiser/sponsor.*