

# 2025/2026 AD RATES & SPECS

## 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. Reach an engaged, educated, and often sold-out crowd with your program ad!

From ancient legends to wondrous tales, Apollo's Fire brings the past to life with passion and flair. The season opens with a poignant tale of love and betrayal, then journeys through a host of myths and tales, concluding at a crossroads of three faiths..

### PREFERRED FILE FORMAT:

PDF, TIFF, or PNG

### DELIVERY:

Send files to Carsyn Avegno, Community Engagement & Operations Coordinator, at [cavegno@apollosfire.org](mailto:cavegno@apollosfire.org).

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

Size/Position	Color	Single	Full Season
Outside Back Cover	CMYK	N/A	\$1650
Inside Front Cover	CMYK	N/A	\$1400
Inside Back Cover	CMYK	N/A	\$1400
Full-Page Center	CMYK	\$300	\$1200
Full Page	BW	\$250	\$1100
1/2 Page Horizontal	BW	\$165	\$700
1/4 Page Vertical	BW	\$100	\$450
1/4 Page Horizontal	BW	\$100	\$450
1/8 Page	BW	\$75	\$300

### 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
PURCELL's Dido & Aeneas	CLE/AKR/CHI	Oct. 3-12	Sept. 4
MOZART Requiem	CLE/AKR	Nov. 7-8	Oct. 2
PRAETORIUS Christmas Vespers	CLE/AKR/CHI	Dec. 12-21	Nov. 7
Winter Sparks	CLE/AKR/CHI	Jan. 29-Feb 4	Nov. 28
Palace of Versailles	CLE/AKR	Mar 5-8	Feb. 5
O JERUSALEM!	CLE/AKR/CHI	April 9-19	Mar. 12

### 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.*