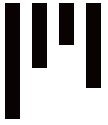




Prelude

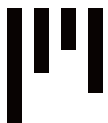
Official Program of the Calgary Philharmonic
2023/2024 Season Media Kit

CALGARY
PHILHARMONIC
ORCHESTRA



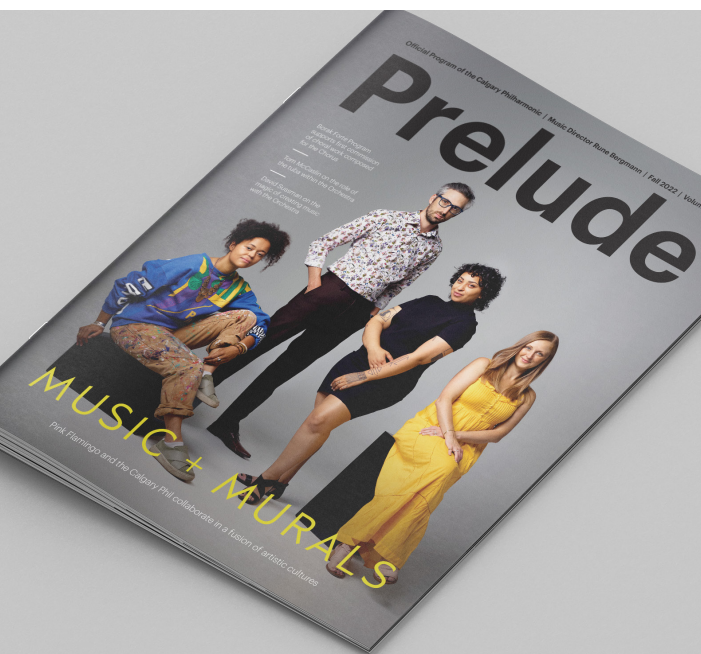
Contents

- 3 About Prelude**
- 4 Fast Facts + Circulation**
- 5 Deadlines**
- 6 Rates**
- 7 Specs**
- 8 Requirements**
- 9 Advertising Inquiries**



Prelude

Prelude is the essential concert companion as the official program of the Calgary Philharmonic. Each season attracts a broad, enthusiastic audience as the Orchestra and world-renowned guest artists and dynamic conductors perform classical standards, pop favourites, bold collaborations, and cutting-edge new works. With compelling articles, program notes, and artist features, Prelude is read by thousands of music lovers, arts supporters, engaged Calgarians, and visitors to our city.





Fast Facts

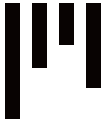
- The Calgary Phil has been a pillar of Calgary's vibrant arts community since 1955 and is one of North America's finest and most versatile orchestras.
- In a typical season, the Calgary Phil attracts over 100,000 visitors to its performances.
- The Calgary Phil presents over 60 concerts in the 2023/2024 Season.
- Three issues of Prelude are printed each season for longer shelf-life and increased circulation.
- 51% of Calgary Phil patrons are 35 to 65 years old. This is a large group of community-minded and engaged music lovers.

Circulation

8,000 copies per issue

Combined annual circulation

24,000



Deadlines

Fall Issue

Dates: 8 September to 25 November 2023

Space booking deadline: 7 July 2023

Material deadline: 26 July 2023

Winter Issue

Dates: 1 December 2023 to 3 March 2024

Space booking deadline: 22 September 2023

Material deadline: 18 October 2023

Spring Issue

Dates: 8 March to 8 June 2024

Space booking deadline: 12 January 2024

Material deadline: 24 January 2024



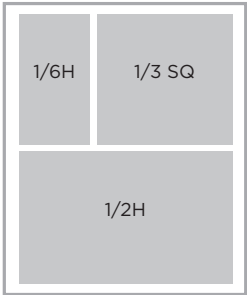
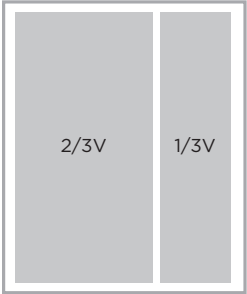
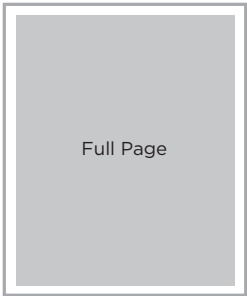
Rates

| Position | 1X Rate | 3X Rate |
|--------------------------|---------|---------|
| Inside Front Cover (IFC) | \$1,665 | \$1,500 |
| Inside Back Cover (IBC) | \$1,665 | \$1,500 |
| Outside Back Cover (OBC) | \$1,940 | \$1,770 |
| Full Page | \$1,450 | \$1,305 |
| 2/3 Page Vertical | \$1,160 | \$1,044 |
| 1/2 Page Horizontal | \$945 | \$850 |
| 1/3 Page Square | \$655 | \$590 |
| 1/3 Page Vertical | \$655 | \$590 |

Ad space subject to availability
Not-for-profit rates available



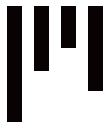
Specs



Size

W x H

| | |
|------------------------------|---|
| Full Page | 8.25 x 10.25 (bleed) 8 x 10 (trim) 7.25 x 9.25 (live) |
| 2/3 Vertical | 4.75 x 8.875 |
| 1/2 Horizontal | 7.25 x 4.3125 |
| 1/3 Square | 4.75 x 4.3125 |
| 1/3 Vertical | 2.25 x 8.875 |
| 1/6 Vertical (sponsors only) | 2.25 x 4.3125 |



Requirements

- All colours must be converted to CMYK
- Minimum resolution of 300 dpi for all images and logos at 100%
- Images and graphics should not use any form of compression, including (but not limited to) JPEG compression, JPEG encoding, and LZW compression
- Completed ad must be submitted as a press-ready high-resolution PDF
- All ads, except full-page ads, must have a defining border on all sides
- All files' ink density levels in image or graphic element must not exceed 300%
- It is suggested that designers use a 'rich black' (except for text below 24 pt)
Recommendation is: 20%C – 20%M – 20%Y – 100%K

Full-page ad guidelines

- **Live Area (7.25 x 9.25)**

The area of the page occupied by the ad's images and text. All images and text must be within the boundaries of this area, except images which are intended to 'bleed' off the edges of the page.

- **Trim Size (8 x 10)**

The actual physical size of the finished publication.

- **Bleed Area (8.25 x 10.25)**

The area used for the ink to 'bleed' off the edges of the page so that no white edges occur when the publication is cut to Trim Size.

- **Crop marks must be offset by 30 pt.**



Who to Contact

For advertising inquiries, please email:

Simon MacLeod

Communications Manager
smacleod@calgaryphil.com