

# TECHNICAL SPECIFICATIONS FOR ADVERTISEMENTS

(Measurements in inches, width x height)

## Full-page ads:

4  $\frac{3}{4}$  x 7  $\frac{7}{8}$

## Half-page ads:

Horizontal - 4  $\frac{3}{4}$  x 3  $\frac{13}{16}$

Vertical - 2  $\frac{5}{16}$  x 7  $\frac{7}{8}$

## Quarter-page ads:

Horizontal - 4  $\frac{3}{4}$  x 1  $\frac{3}{4}$

Vertical - 2  $\frac{1}{4}$  x 3  $\frac{3}{4}$

## Eighth-page ads:

2  $\frac{1}{4}$  x 1  $\frac{3}{4}$

(Horizontal only)

**Black /white ads only. Camera ready, paper positive, no bleeds, 85-100 line screen.**

**AD COPY IS DUE JUNE 30, 2011.**

Please email ads to [Director@ChamberMusicConcerts.org](mailto:Director@ChamberMusicConcerts.org). No Xerox copies or faxes of material will be accepted. Please proof your ad carefully – all ads are printed as received. CMC will not edit or redesign your ad copy, but we are happy to refer you to a graphic designer. If you wish to change your ad copy during the year, CMC must receive your camera-ready copy no later than 7 weeks prior to each concert.

## Acceptable Digital Formats:

PDF is recommended.

TIFF and JPEG are acceptable. Please save JPEGs as high-quality/low compression.

Files should be 300 dpi, grayscale.

Please call 541-552-6154 or email [Director@ChamberMusicConcerts.org](mailto:Director@ChamberMusicConcerts.org) if you have questions.

**Thank you for advertising with CMC!**

Your advertisement may be a tax-deductible expense; please consult your tax advisor for details.

CMC is an affiliate of the Southern Oregon University Foundation,

a 501(c)(3) non-profit organization.