# House Program Advertising Rates

Grow your brand. Grow your sales. Showcase your business to an excellent and vibrant target market.

**Support the performing arts in your community.**

- Arts audiences make their dining and shopping decisions while reading their house programs at performances.
- Make your business top of mind with a key target market.
- Your business ads will be seen by 7,000 audience members at the Isabel during the 2016/17 season.

## 2017/18 Advertising Rates

### Display Ad Dimensions and Rates for each of the Fall, Violin Festival or Winter Program Ads

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside/Outside Covers</td>
<td>See Full Page</td>
<td>$1,200</td>
</tr>
<tr>
<td>Full Page (No Bleed)</td>
<td>4.5” x 7.5”</td>
<td>$  800</td>
</tr>
<tr>
<td>Half Page</td>
<td>4.5” x 3.625”</td>
<td>$  500</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2.166” x 4.5”</td>
<td>$  300</td>
</tr>
</tbody>
</table>

- Ad Submission: August 2, 2017 (Fall Program)
- November 15, 2017 (Winter/Spring Program)

## Artwork Specification

Please supply print ads in the one of the following formats:

- Adobe Acrobat PDFX1a file;
- 300 dpi CMYK TIFF at final size;
- Adobe Illustrator EPS, convert fonts to outlines, embed imported graphics.
- QuarkXpress 8 (Mac). Include all fonts & imported graphics.
- Colour: CMYK only (No RGB, spot colours, Pantones)
- Images: Should be colour corrected & provided at a resolution of 300 dpi.

Queen’s University reserves the right to refuse advertisement that do not meet professional design standards or content policy.

## Contact Information

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Thank you for advertising with the Isabel Bader Centre for the Performing Arts. Your support is very appreciated!