

2017-18 Reno Phil

Program Guide Advertising



Classix concerts are performed at The Pioneer Center for the Performing Arts Sundays at 4pm and Tuesdays at 7:30pm on their scheduled dates (Oct.-Apr.). There are six pair of Classix concerts scheduled throughout the season. Classix highlights the classical sounds of the symphony like Brahms, Wagner, Sibelius, Beethoven, Gershwin, and many others!



Spirit of the Season is our annual holiday concert performed in December. We offer three showtimes for this performance. Spirit of the Season is a lively variety show style concert featuring orchestra, choir, and performers- attracting a younger and more diverse audience.

Book your ad space today! Return the attached form to Evelyn K. Klatt (eklatt@renophil.com) by August 4, 2017 to ensure inclusion in all program books. If you choose to be invoiced, you will receive an invoice upon receipt of your order. Priority placements are first come, first served. Please email your high-resolution (300 dpi, minimum) artwork in the proper dimensions as a PDF to Evelyn K. Klatt (eklatt@renophil.com).

Connect with
our audience &
advertise to
over 22,000
Reno Phil
attendees!

About the Reno Phil

The Reno Phil, now in its 49th season, is northern Nevada's largest and most prominent performing arts organization with music for all tastes from Classical to Pops. Led by music director Laura Jackson, the orchestra includes about 80 professional musicians. As a federally registered 501(c)(3) nonprofit organization, revenue from program advertising sales offsets the cost of the actual printing of the publication, allowing additional funds raised throughout the season to go directly to artistic and educational programs.



DEADLINES

COLOR: Space Reservation due Friday, August 4, 2017.
Creative Deadline Friday, August 18, 2017.

B&W: Space Reservation due 4 weeks prior to performance; creative due 3 weeks prior to performance.



2017-18 SEASON ADVERTISING OPPORTUNITIES

**Get the best exposure by placing
a color ad for the entire season!**



**PLUS- Add Spirit of the
Season for a discounted
rate!**

step into the spotlight

**Connect with the most
targeted audience this season.**

Reno Phil Program Book Ad Dimensions

Full Page, Full Bleed: 9.25" x 9.25"

Full Page, Non Bleed: 8.5" x 8.5"

Half Page, Horizontal: 8.5" x 4.125"

Half Page, Vertical: 4.125" x 8.5"

Quarter Page: 4.125" x 4.125"

Premium Ads (Full Color in All Programs)

- Back Cover** \$4200
- Inside Front Cover** \$4200
- Inside Back Cover** \$4200
- First Full Page** \$4100

STANDARD ADS

PLEASE SUBMIT PRESS READY, 300 DPI .PDFS TO EVELYN K. KLATT AT EKLATT@RENOPHIL.COM. NO OTHER FORMATS WILL BE ACCEPTED. WE ARE UNABLE TO CREATE ADS ON BEHALF OF OUR ADVERTISERS.

Size	Classix (Color)	Spirit of the Season	Classix & Spirit (Discounted)	Black & White-Classix (Single Insertions)
Full Page (Bleed)	<input type="checkbox"/> \$3600	<input type="checkbox"/> \$1650	<input type="checkbox"/> \$5250 \$3900	<input type="checkbox"/> \$1100
Full Page	<input type="checkbox"/> \$3100	<input type="checkbox"/> \$1300	<input type="checkbox"/> \$4400 \$3500	<input type="checkbox"/> \$900
Half-Page (H)	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1150	<input type="checkbox"/> \$3150 \$2400	<input type="checkbox"/> \$500
Half-Page (V)	<input type="checkbox"/> \$2000	<input type="checkbox"/> \$1150	<input type="checkbox"/> \$3150 \$2400	<input type="checkbox"/> \$500
Quarter Page	<input type="checkbox"/> \$1600	<input type="checkbox"/> \$700	<input type="checkbox"/> \$2300 \$1750	<input type="checkbox"/> \$300

Rates are NET and are non-commissionable to advertising agencies or other client representatives. (Such fees should be arranged between the client and agent and are non-deductible from payment.) An additional 25% discount is applicable to registered non-profit organizations.

Contact Information

INVOICE ME AT THE ADDRESS BELOW

A CHECK FOR THE FULL AMOUNT IS ENCLOSED

COMPANY

CONTACT NAME

BILLING ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

Reno Philharmonic Association | 925 Riverside Drive, Suite 3 Reno, NV 89509 | P (775) 323-6393 | renophil.com
The Reno Philharmonic Association (RPA) is a registered 501(c)(3) nonprofit organization.