overture

THE MAGAZINE OF THE
BALTIMORE SYMPHONY ORCHESTRA

Ad sales managed by:

Baltimore magazine
design & **print** division

1000 Lancaster Street, Suite 400
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Advertising proceeds go to the BSO, not Baltimore *magazine*

Overture magazine features articles, interviews, program notes, and behind-the-scenes perspectives on the Baltimore Symphony Orchestra to engage an affluent and highly educated audience.

The official Baltimore Symphony Orchestra program guide sets the stage for more than 160,000 loyal BSO subscribers and individual ticket buyers. Published five times per season, around 21,000 magazines are printed per issue.

View Overture online at **www.BSOmusic.org.**

Audience snapshot

- Mix of women (57%) & men (43%)
- Median age of 55
- Working full time (69%)
- Affluent (median household income $112,000)
- Highly educated (68% with post-graduate study/degree)
- 23% have children living at home
- Highly interested in culture, entertainment, travel, sports, real estate and investing

Source:Axiom Data, February 2010

Performance calendar

2011-2012 season

JANUARY/ FEBRUARY 2012
18 performances

MARCH/APRIL 2012
16 performances

MAY/JUNE 2012
16 performances

2012-2013 season*

SEPTEMBER/OCTOBER 2012
13 performances + Gala distribution

NOVEMBER/DECEMBER 2012
13 performances

JANUARY/ FEBRUARY 2013
18 performances

MARCH/APRIL 2013
16 performances

MAY/ JUNE 2013
16 performances

**2012-2013 season performance numbers are tentative, additional programs could be added. See bsomusic.org for complete show listing.*

Publication dates

ISSUE	AD SPACE CLOSE	MATERIALS DUE	PUBLISHING DATE
Jan/Feb. 2012	Nov. 8, 2011	Dec. 16, 2011	Jan. 5, 2012
March/April 2012	Jan. 9, 2012	Feb. 16, 2012	March 2, 2012
May/June 2012	Mar. 5, 2012	April 12, 2012	May 3, 2012
Sept./Oct. 2012	July 6, 2012	Aug. 15, 2012	Sept. 9, 2012
Nov./Dec. 2012	Sept. 10, 2012	Oct. 5, 2012	Oct. 29, 2012
Jan./Feb. 2013	Nov. 5, 2012	Dec. 12, 2012	Jan. 6, 2013
March/April 2013	Dec 31, 2012	Feb. 1, 2013	Feb 24, 2013
May/June 2013	Mar. 4, 2013	April 4, 2013	April 26, 2013

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Advertising rates

FULL COLOR*

	Annual Number of Insertions			
	5X	4X	3X	OPEN
FULL PAGE	$3,255	$3,428	$3,635	$4,050
2/3 PAGE	2,873	3,023	3,146	3,556
1/2 PAGE	2,280	2,400	2,533	2,837
1/3 PAGE	1,286	1,355	1,439	1,610
1/6 PAGE	953	1,001	1,041	1,139
Marketplace AD BANK	395	420	460	505

BLACK AND WHITE*

	5X	4X	3X	OPEN
FULL PAGE	$2,663	$2,806	$2,974	$3,366
2/3 PAGE	2,306	2,426	2,577	2,916
1/2 PAGE	1,856	1,955	2,074	2,343
1/3 PAGE	1,024	1,076	1,143	1,288
1/6 PAGE	660	697	737	834

**Prices shown are gross rates.All advertising is billed net.*

COLOR COVER PREMIUM POSITION

	5X	4X	3X	OPEN
BACKPAGE	$4,069	$4,285	$4,544	$5,063
INSIDE FRONT	3,906	4,114	4,362	4,860
INSIDE BACK	3,581	3,771	3,999	4,455

Size specifications

FULL PAGE (bleed size)	8 3/8 x 11 1/8
FULL PAGE (trim size)	8 1/8 x 10 7/8
FULL PAGE (live copy area)	7 x 10
2/3 PAGE	4 5/8 x 10
1/2 PAGE (vertical)	4 5/8 x 7 1/2
1/2 PAGE (horizontal)	7 x 4 7/8
1/3 PAGE (vertical)	2 1/4 x 10
1/3 PAGE (horizontal)	4 5/8 x 4 7/8
1/6 PAGE (vertical)	2 1/4 x 4 7/8
1/6 PAGE (horizontal)	4 5/8 x 2 3/8
Marketplace AD BANK (vert.)	2 1/8 x 4 1/8

Printing specifications

Baltimore magazine uses Adobe Indesign CS5 for Macintosh computers to produce ads. Images used in ads must have effective resolutions of at least 300 dpi. All files should be CMYK color format. We cannot accept veloxes or film. Ads can be accepted as high resolution, press-optimized PDFs. All four color ads should be supplied with a color proof.

AD SUBMISSION

Physical Delivery
Send your ad files to *Baltimore* magazine on a CD or DVD, along with a proof and your contact information, via a trackable carrier. Clearly indicate the issue in which your ad will run.

Email Delivery
Name your file appropriately and submit to tmichael@baltimoremagazine.net and cc your Account Executive.

FTP
ftp.baltimoremagazine.net. Submit files using a FTP client such as Cyberduck (Mac), Coreftp (PC) or Fetch. Please contact your Account Executive for a FTP set-up.