

ADVERTISING RATES

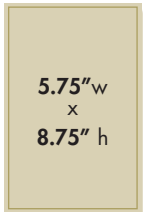
2011/2012 SEASON

WINNIPEG SYMPHONY ORCHESTRA

Overture



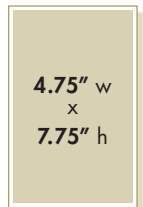
AD SIZES



5.75" w
x
8.75" h

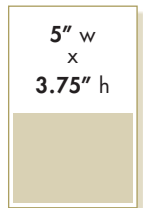
Full Page - Includes Bleed

(Bleed includes 0.125" on all sides for bleed, keep all live copy within 5" w x 8" h)



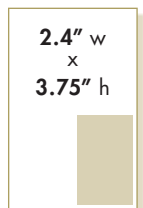
4.75" w
x
7.75" h

Full Page - No Bleed



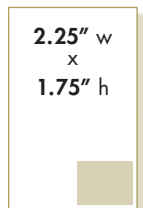
5" w
x
3.75" h

Half Page



2.4" w
x
3.75" h

Quarter Page



2.25" w
x
1.75" h

Eighth Page

FREQUENCY AD RATES

	1x	2-4x	5-6x
Outside Back Cover	SOLD OUT \$1,785	\$1,575	\$1,420
Inside Front Cover	SOLD OUT \$1,630	\$1,525	\$1,315
Inside Back Cover	\$1,630	\$1,525	\$1,315
Full Page	\$1,550	\$1,400	\$1,250
1/2 Page	\$900	\$815	\$735
1/4 Page	\$710	\$630	\$580
1/8 Page	\$450	\$395	\$370

Please contact the marketing department at 949-3981 for special incentives on multiple ad purchases.

CIRCULATION

Each issue of Overture is distributed to approximately 20,000 attendees. With an annual attendance of over 100,000, your message is delivered consistently in a program that is read cover to cover and taken home as a keepsake or used as a resource. Advertising in Overture ensures that your organization is seen as a leader in the marketplace, reaching an influential audience that ranges in age.

MECHANICAL & DIGITAL DATA

Magazines are Four Colour Process, 5.5" w x 8.5" h, saddle-stitched.

Line screen is 150. No film is accepted.

Publications are created in QuarkXPress on a Macintosh platform.

Preferred file type is a high resolution, press-optimized PDF file.

For other formats, all picture files and fonts should be supplied with the ad (Mac fonts only). Other supported program files are Photoshop, Freehand and Illustrator.

Supported file types are: pdf, tif, jpg, eps, qxd, psd, fhd, ai. Digital image resolution should be 300 dpi for colour and greyscale and 600 dpi for bitmap. All eps images should have fonts converted to outlines. Microsoft Publisher files are not accepted.

**Please email artwork to communications@wso.mb.ca
If required, contact us for ftp information.**

GENERAL

The Winnipeg Symphony Orchestra assumes no liability for error or failure to include any ads.

FOR ADVERTISING INQUIRIES, CONTACT:

Lisa Abram, Director of Marketing & Communications
Winnipeg Symphony Orchestra
Phone: (204) 949-3981
Email: labram@wso.mb.ca



Wu Man,
pipa player

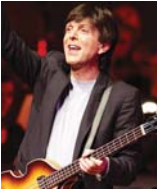
PUBLISHING SCHEDULE

2011/2012 SEASON

WINNIPEG SYMPHONY ORCHESTRA

Overture

OVERTURE ISSUE #1



Tony Kishman

Concerts

Season Opener: Rachmaninov & Dvořák
 Live and Let Die: A Symphonic Tribute to the
 Music of Paul McCartney
 Silvestre Revueltas: La Noche de los Mayas
 A Night of Song & Dance
 All Shostakovich
 The Phantom of the Music Hall

Concert Dates

Sep 23 – 24
 Sep 30 – Oct 2
 Oct 14 (Matinee)
 Oct 14 – 15
 Oct 28 – 29
 Oct 30

Booking
 Deadline
**Friday,
 Aug 12**

Artwork
 Deadline
**Friday,
 Aug 19**

Distribution
 Date
**Friday,
 Sep 23**

OVERTURE ISSUE #2



Len Cariou

Send in the Clowns: The Music of
 Stephen Sondheim Starring Len Cariou
 Beethoven 5
 Beethoven 5
 Rock Owes the Classics!
 The Snowman
 Sibelius: Symphony No. 2
 Mathieu & Sibelius
 A Judy Garland Christmas: Songs My Mother Taught Me
 Messiah
 Messiah

Nov 4 – 6
 Nov 11 – 12
 Nov 13 (Brandon)
 Nov 26
 Nov 27
 Dec 2 (Matinee)
 Dec 2 – 3
 Dec 9 – 11
 Dec 17
 Dec 18 (Brandon)

**Friday,
 Sep 23**

**Friday,
 Sep 30**

**Friday,
 Nov 4**

OVERTURE ISSUE #3



Andrzej and Jennifer Przybyl

Mozart: Sinfonia Concertante in E-flat major
 Mozart & Schubert
 Beethoven Lives Upstairs
 HOT! HOT! HOT! A Night at the Copa
 For Michael - The Music of Michael Jackson
 American Masters
 American Masters
 Dvořák's New World Symphony: Beyond the Score®

Jan 13 (Matinee)
 Jan 13 – 14
 Jan 15
 Jan 20 – 22
 Feb 10 – 12
 Feb 17 – 18
 Feb 19 (Brandon)
 Feb 25

**Friday,
 Oct 28**

**Friday,
 Nov 4**

**Friday,
 Jan 13**

OVERTURE ISSUE #4



New Music Festival
 Saariaho & Kancheli
 Sveinsson & Jóhannsson: World Premiere

Jan 28 – Feb 3

**Friday,
 Nov 18**

**Friday,
 Nov 25**

**Saturday,
 Jan 28**

OVERTURE ISSUE #5



Dawn Upshaw

Schumann: Symphony No. 1
 Parker Plays Brahms 2
 Symphonic Sorcery: The Music of Harry Potter
 Broadway Rocks
 Dawn Upshaw
 Mozart & Schumann

Mar 2 (Matinee)
 Mar 2 – 3
 Mar 4
 Mar 16 – 18
 Mar 23 – 24
 Mar 25 (Brandon)

**Friday,
 Jan 20**

**Friday,
 Jan 27**

**Friday,
 Mar 2**

OVERTURE ISSUE #6



The Manhattan Transfer

Brahms Requiem
 The Manhattan Transfer
 Buster Keaton's *The General*
 Circus Terrifico
 Mahler: Symphony No. 2

Apr 7
 Apr 13 – 15
 Apr 28
 Apr 29
 May 4 – 5

**Friday,
 Feb 24**

**Friday,
 Mar 2**

**Saturday,
 Apr 7**