



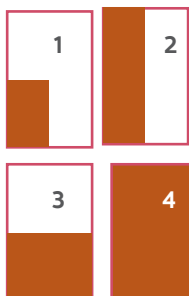
PROGRAM BOOK ADVERTISING 2016-2017 SEASON

Give your business a voice in the official guide to all UMS performances! Advertising in the UMS program book puts your business in the hands of this area's most sought-after audience.

Space is limited. Donors and renewing advertisers from the 2015-2016 season receive priority through July 1. After July 1, space will be sold on a first-come, first-served basis.



SIZES & RATES



- 1. Quarter Page \$2,350**
2.437" wide x 3.937" tall
- 2. Half Page Vertical \$3,950**
2.437" wide x 8" tall
- 3. Half Page Horizontal \$3,950**
5" wide x 3.937" tall
- 4. Full Page \$7,350**
5" wide x 8" tall

All rates include full color.
Pre-pay by August 1 to save 5%!



QUICK FACTS

Readership:
80,000

Distribution:
60 performances,
September–April

Audience Demographics:
70% reside in Washtenaw County, with an additional 16% traveling from Oakland, Wayne, or Livingston Counties

40% report household incomes of greater than \$100,000

75% report one or more University of Michigan affiliations

*Sources: 2013 UMS Audience Survey & 2012-2013 UMS ticketing database

PROGRAM BOOK ADVERTISING



MECHANICAL SPECIFICATIONS

All program book ads are full-color with no bleeds. Preferred format is a high resolution PDF file.

ACCEPTABLE FORMATS

Adobe InDesign, provided all images and fonts are included in package; Adobe Photoshop and Illustrator (CS3 or earlier), provided all fonts are embedded or outlined, all images are 300 dpi and files are CMYK; high-resolution (300 dpi or greater) EPS, TIFF or JPEG files (CMYK).

UNACCEPTABLE FORMATS

We cannot accept ads created in the following programs: Microsoft Word, PowerPoint, Pagemaker, Corel Draw, etc. nor can we use PDF files created from those programs. See above the acceptable file formats.

SUBMISSION

Please submit digital files via e-mail to ralesko@umich.edu by August 1, 2016. Advertisers may update their artwork midway through the season. New ads must be submitted before November 21, 2016.

FAX, E-MAIL OR MAIL TO:

UMS
Attn: Program Book Advertising
881 N. University Ave.
Ann Arbor, MI 48109-1011

Phone: 734-647-1175
Fax: 734-936-0430
E-mail: ralesko@umich.edu

CONTACT INFORMATION

Name of Business: _____

Phone: _____

Fax: _____

E-mail: _____

Billing Address: _____

Authorized Signature: _____

Date: _____

Print Name: _____

Title: _____

OFFICE USE ONLY

Tessy ID: _____

Total: _____ Date Processed: _____ Initials: _____

PAYMENT OPTIONS

- Check Enclosed
- Visa
- American Express
- MasterCard
- Discover

SELECT YOUR SIZE

- Full Page \$7,350
- Half Page Horizontal \$3,950
- Half Page Vertical \$3,950
- Quarter Page \$2,350
- Pre-payment discount of 5% (funds must be received by August 1)

Name on Card: _____

Expiration Date: _____

Card Number: _____

QUESTIONS?

Contact Rachelle Lesko, Annual Fund Manager, at 734-647-1175 or ralesko@umich.edu.