



BE PRESENT

PROGRAM BOOK- ADVERTISING 2017-18 Season

Give your business a voice and visibility 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 2016-2017 season receive priority through July 1. After July 1, 2017 space will be sold on a first-come, first-served basis.



QUICK FACTS

Readership:
80,000

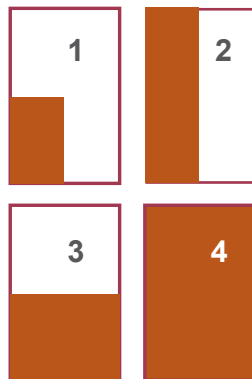
Distribution:
65+ performances September–April

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



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, 2017 to save 5%!

PROGRAM BOOK ADVERTISING



PRINT 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; or

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 for acceptable file formats.

SUBMISSION

Please submit digital files via email to ralesko@umich.edu by August 1, 2017.

Advertisers may update their artwork midway through the season. New ads must be submitted by November 15, 2017.

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
Email: ralesko@umich.edu

CONTACT INFORMATION

Name of Business: _____

Phone: _____

Fax: _____

Email: _____

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 08/01.

Name on Card: _____

Expiration Date: _____

Card Number: _____

QUESTIONS?

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