



BE PRESENT

PROGRAM BOOK- ADVERTISING 2018 Winter Season

Give your business a voice and visibility in the official guide to UMS performances! Advertising in the UMS program book puts your business in the hands of a highly educated, affluent audience.

Space is limited.

Reserve your spot by November 10. Pre-pay your advertisement by December 1, and save 5%!



QUICK FACTS

Annual Readership:
80,000

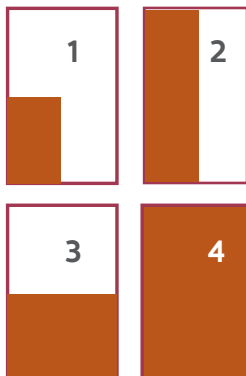
Winter 2018 Distribution:
43 performances January-April

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

80% report having attained at least a bachelor's degree

47% report household incomes of greater than \$100,000

65% report one or more University of Michigan affiliations



SIZES & RATES

- 1. Quarter Page \$1,175**
2.437" wide x 3.937" tall
- 2. Half Page Vertical \$1,975**
2.437" wide x 8" tall
- 3. Half Page Horizontal \$1,975**
5" wide x 3.937" tall
- 4. Full Page \$3,675**
5" wide x 8" tall

All rates include full color.
Pre-pay by December 1, 2017 to save 5%!

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; 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 e-mail to ralesko@umich.edu by November 10, 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
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 \$3,675
- Half Page Horizontal \$1,975
- Half Page Vertical \$1,975
- Quarter Page \$1,175
- Pre-payment discount of 5%
Funds must be received by 12/1/17.

Name on Card: _____

Expiration Date: _____

Card Number: _____

QUESTIONS?

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