

Program Advertising

Advertising Benefits & Reach

Be seen by more than 9,000 concert-going patrons over the “high season” in Southern Arizona, October through March.

Demographics: Active in the community, educated, affluent and passionate about music.

Align your business with a venerable and growing performing arts organization that has built a reputation for excellence in southern Arizona and nationwide.

Season Advertiser Benefits

Flexibility - Ability to change ads in each program or keep the same ad throughout.

Online Elements - Digital programs remain online and your logo will be displayed on True Concord’s Website for the duration of the concert season.

Enjoyment - Receive a pair of tickets for a True Concord concert.

Contact & Ad Submission

Joshua Keeling, Operations Manager
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Ad Placement in Program	Cost for Season	Cost for 3 Concert Program
Full Page - Outside Back Cover	Sold	Sold
Full Page - Inside Back Cover	\$1500	\$750
Full Page Interior	\$1300	\$650
Half Page Interior (Horizontal Only)	\$900	\$450
Quarter Page Interior (Horizontal or Vertical)	\$550	\$275
Single Performance Flyer Inserts	\$100 Each Performance	N/A

Ad Size	Ad Specs
Full Page - Outside Back Cover & Inside Front/Back Cover (Bleed)	5.625" x 8.625" (Includes .125" Bleed) Trim: 5.5" x 8.5" Live: 5" x 8"
Full Page Interior (Bleed)	5.625" x 8.625" (Includes .125" Bleed) Trim: 5.5" x 8.5" Live: 5" x 8"
Full Page Interior (Non-Bleed)	5.5" x 8.5" Live 5" x 8"
Half Page Horizontal (Bleed)	5.625" x 4.375" (Includes .125" Bleed) Trim: 5.5" x 4.25" Live: 5" x 4"
Half Page Horizontal (Non-Bleed)	5.5" x 4.25" Live 5" x 4"
Quarter Page Horizontal (Non-Bleed)	2.5" x 4"
Quarter Page Vertical (Non-Bleed)	4" x 2.5"
Single Performance Flyer Inserts Content must be pre-approved by True Concord.	5.75" x 8.75" Deliver printed flyers at least 2 days prior to performance

Files: Full color ads should be created in CMYK. Black and White ads in Grayscale - both at 300 dpi. Please submit ads as TIFF, JPG, PNG OR PDF.

Deadlines: 2022 Concert booklet: August 31. 2023 Concert booklet: November 31.