



Support YPSO!

Purchase an Ad for our Concert Program Book.

Young People's Symphony Orchestra (YPSO) is the oldest youth orchestra in California, and the second oldest in the nation. Founded in 1935, it has inspired and educated generations of musicians and tens of thousands of audience members.

YPSO provides an unsurpassed orchestral training program for committed musicians between the ages of 13 and 21. Under the guidance of conductor and Music Director David Ramadanoff, currently celebrating his 22nd season with the orchestra, 90-100 young musicians expand their musical experience through rehearsals and performances of a wide range of symphonic repertoire. Members come from throughout the Bay Area: 40% from Contra Costa County, 50% from Alameda County, and 10% from San Francisco and other Bay Area communities.

400-800 people will see your ad in our program books at each concert. The Concert dates:

Fall Concert

Saturday, Nov. 6 at 8:00 p.m.

Sunday, Nov. 7 at 2:00 p.m.

Castro Valley Center for the Performing Arts, Castro Valley, 19501 Redwood Rd., Castro Valley 94546

Winter Concert

Saturday, Feb. 5 at 8:00 p.m.

Repeated Sunday, Feb. 6 at 2:00 p.m.

First Congregational Church of Berkeley, 2345 Channing Way, Berkeley 94704

Spring Concert

Saturday, May 14 at 8:00 p.m.

First Congregational Church of Berkeley, 2345 Channing Way, Berkeley 94704

Kiwanis Pops for Pops Concert

Sunday, June 5 at 2:00 p.m.

Greek Orthodox Church of the Ascension, 4700 Lincoln Ave., Oakland 94602

Tickets are available at the door or in advance: 510-849-9776 or ypsomusic@yahoo.com.

<u>Sizes</u>	<u>inches, width x height</u>		<u>Full Season (5 local programs)</u>	
1/3 (horiz.)	4.25	2.1667	\$100	business card horizontal
1/3 (vert.)	2.00	4.5833	\$100	business card vertical
			<u>Per Program</u>	
1/2 (horiz.)	4.25	3.375	\$50	\$225
2/3 (vert.)	4.25	4.5833	\$75	\$350
Full Page	4.25	7	\$100	\$450
Inside Front or Back Cover (Full Page)			\$150	\$675
Outside Back Cover (Full Page)			\$175	\$800

Please submit an order form and payment WITH EACH AD.

DEADLINES: FULL SEASON: October 8

Fall Concert: October 8; Winter Concert: January 7; Spring Concert: April 8; Pops Concert: May 6

YPSO reserves the right to screen ads for appropriate content. Concert dates are subject to change.

Questions? (510) 849-9776, ypsomusic@yahoo.com, or P.O. Box 5593, Berkeley, CA 94705



Concert Program Ad Business Order Form

Business Name _____

Business Address _____

Business Phone _____

Ad size (please check size *and* circle amount)

<u>Sizes</u>	<u>inches. width x height</u>		<u>Full Season (4-5 local programs)</u>
<input type="checkbox"/> 1/3 (horiz.)	4.25 2.1667		\$100 business card horizontal
<input type="checkbox"/> 1/3 (vert.)	2.00 4.5833		\$100 business card vertical
		<u>Per Program</u>	
<input type="checkbox"/> 1/2 (horiz.)	4.25 3.375	\$50	\$225
<input type="checkbox"/> 2/3 (vert.)	4.25 4.5833	\$75	\$350
<input type="checkbox"/> Full Page	4.25 7	\$100	\$450
<input type="checkbox"/> Inside Front or Back Cover (Full Page)		\$150	\$675
<input type="checkbox"/> Outside Back Cover (Full Page)		\$175	\$800

Artwork (please check)

- Camera-ready art is attached
- Digitally reproduced art has been emailed to ypsomusic@yahoo.com

Payment

Check # _____ Amount _____ Date _____

Student seller's Name _____

Student seller's Phone _____ Email _____

DEADLINES: FULL SEASON: October 8

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A completed order form and payment must accompany EACH AD.

Order forms may be copied; for additional forms and questions, contact ypsomusic@yahoo.com

Return form with payment to: YPSO, P.O. Box 5593, Berkeley, CA 94705.

Ad Sizes and Specs

Sizes (in inches, width x height): (notes &/or size in picas)

- full page 4.25 7.00 (no bleeds)
- 2/3 (vert.) 4.25 4.5833 (25p.6 x 27p.6)
- 1/3 (horiz.) 4.25 2.1667 (25p.6 x 13p.0) business card horizontal
- 1/3 (vert.) 2.00 4.5833 (12p.0 x 27p.6) business card vertical
- 1/2 (horiz.) 4.25 3.375 (25p.6 x 20p.3)

Colors:

- program is black and white only.
- Text and cover both use 120-line screen

File formats: (PC or Mac PDFs; otherwise Mac only):

- press-optimized PDF preferred (no screen resolution or “printer” resolution)
- Adobe Illustrator (through cs4), fonts converted to outlines
- InDesign (through cs4), fonts as outlines; links included (please package)
- No Microsoft Word, Publisher or Excel files.
- Hard copy can be scanned, or plain text (email) can be typeset by us at extra cost.

File formats for “message” ads (1/6 page square), which we will typeset:

- in body of email (to address below); Word or plain text files (email) also accepted.

Delivery method:

- E-mail files under 10 Mb to: **kgleaso2001@yahoo.com**
- Send files on CD or DVD to YPSO, P. O. Box 5593, Berkeley, CA 94705. Include a PDF proof for reference (even if supplying native files).

Other:

- Ads must have borders and must be exact size.
 - All fonts and linked files must be included. No pc-only files (except PDFs).
 - Placed graphics must be grayscale (only). GIF or WMF or low resolution files.
 - Scanned photos must be 200 ppi at final size; scanned line art must be 1200 ppi.
- Please see Advertising Schedule for deadlines.
- Please supply a working email address so that we can send PDF proofs of ads for approval.