



The Primrose

Primrose International Viola Competition® 2018 and American Viola Society Festival Program Advertising Information

As the premiere competition for the next generation of great violists, the Primrose International Viola Competition is followed by a large network of influential artists, students, pedagogues, and classical music lovers. The competition will be held concurrently with the annual American Viola Society Festival, June 10–16, and together they mark the preeminent viola event of the year. Advertise in the program book to reach this audience of leaders in the field and supporters of the performing arts.

Important dates

Deadline to reserve space: February 1, 2018

Deadline to provide artwork: March 30, 2018

Publication date: May 21, 2018

Billing Information

Payment is due with print-ready artwork, payable by check, money order, or credit card. Rates are non-commissionable.

Program Book Ad Dimensions (W X H) & Prices

Back Cover	\$800
Inside Front Cover	\$800
Inside Back Cover	\$800
Full Page	\$700
Half Page Horizontal	\$300
Double Page Spread	\$1200

Additional sponsorship opportunities are also available to support the competition. Contact the competition to inquire.

Contact

Please direct all advertising inquiries to advertising@primrosecompetition.org.

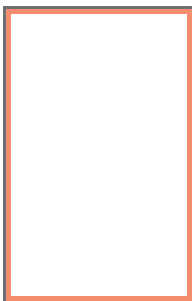
Primrose International Viola Competition
Colburn School, 200 S. Grand Avenue, Los Angeles, CA 90012
Phone: 213-621-4747
Fax: 213-621-2110



The Primrose

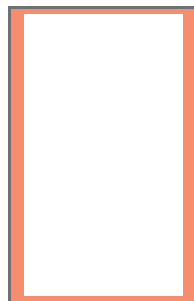
Primrose International Viola Competition 2018 and American Viola Society Festival Advertising Specifications

Full Page



Full page bleed for back cover,
inside front and inside back cover

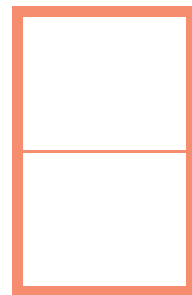
Live: 6.625" x 10.625"
Trim: 7" x 11"
Bleed: 7.25" x 11.25"



Full page bleed for
inside page

Live: 6" x 10.625"
Trim: 7" x 11"
Bleed: 7.25" x 11.25"

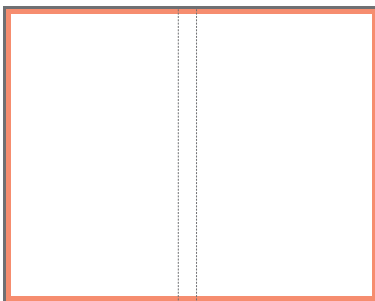
Half Page



Half page
Horizontal

Size: 6" x 5"

Spread



Double-page spread with
full bleed

Live: 13.25" x 10.625"
Gutter: 1" for binding
Trim: 14" x 11"
Bleed: 14.25" x 11.25"

Live Area: Please keep all text and important images in live area only, not trim size.

Dimensions: Measurements are provided in inches.

Resolution: Submit in high resolution with 300dpi.

Crop Marks: Please do not include crop marks.

Color: Submit CMYK or Grayscale only, no PMS or RGB.

Format: All ads must be high-resolution PDF with fonts embedded.

Contact Philip Pirolo at ppirolo@colburnschool.edu if you have questions related to design or format.



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Primrose International Viola Competition 2018 and American Viola Society Festival Advertising Agreement

Name of Company _____
Address _____
City _____ State _____ Zip/Postal Code _____
Country _____
Telephone _____ Fax _____ Cell _____
E-mail _____
Contact Person _____

Back Cover (7"x11")	\$800	\$ _____
Inside Front Cover (7"x11")	\$800	\$ _____
Inside Back Cover (7"x11")	\$800	\$ _____
Full Page (7"x11")	\$700	\$ _____
Half Page Horizontal (6" x 5")	\$300	\$ _____
Double Page Spread (14"x11")	\$1200	\$ _____
Additional Sponsorship	_____	\$ _____
Total		\$ _____

Check enclosed for \$ _____ payable in U.S. funds to the Colburn School.
Please indicate "Primrose" in the memo section of the check.

Payment by credit card (MC/Visa/AMEX)

Credit Card Number _____ Exp Date _____
Name on Card (please print) _____ Security Code _____
Signature _____

Return your reservation for Primrose International Viola Competition program
advertising or sponsorship by February 1, 2018 to:

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Fax: 213-621-2110
advertising@primrosecompetition.org