



**2012 Program Book Advertising Order Form  
72<sup>nd</sup> Anniversary Season**

**DEADLINE for ORDERS and ARTWORK  
March 1, 2012**

**Digital Delivery Options**

- Original QuarkXpress document collected for output with all art and fonts included
- High-resolution (300 dpi) PDF at actual ad size with artwork and fonts embedded
- High-resolution (300 dpi) JPG or TIF file at actual ad size, flattened

**Analog Delivery Options**

- Ads containing photographs and screens must be supplied as film negative, right-reading, emulsion-down, at 150 LPI.
- Ads containing typography and/or line may be supplied as paper positive at 1200 DPI. (A laser printout is acceptable)

**Information and Disclaimers**

- Ads will be placed in the order received.
- All ads will be printed in black ink only.
- All ad submissions must be packaged properly to arrive in good condition. Please do not send folded or damaged material.
- Ads which do not meet ad format specifications will be reduced, enlarged, or reformatted to conform to the required proportions and specifications. PYO is not responsible for ad quality resulting from this conversion.

**Questions?**

Colleen Hood, General Manager  
215.545.0502  
colleenhood@gmail.com

**Indicate Size/Orientation Desired**

**Special Placement Full Page\*** (4 1/2 w x 7 1/8 h)

Back Cover	\$550	_____
Inside Front Cover	\$550	_____
Inside Back Cover	\$550	_____
Opposite Program Page	\$550	_____

**Standard Placement Full Page**

(4 1/2 w x 7 1/8 h)	\$425	_____
<b>Half Page</b>		
Horizontal (4 1/2 w x 3 5/8 h)	\$225	_____
<b>Quarter Page</b>		
Horizontal (4 1/2 w x 1 3/4 h)	\$150	_____

\*Ads placed in the order received.

**Payment Method**

please invoice  
 check (payable to Philadelphia Youth Orchestra)
  Visa
  MasterCard
  AmEx (service charge 3%)
 Amount Enclosed: \_\_\_\_\_  
 Credit card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Name as on card: \_\_\_\_\_ Signature: \_\_\_\_\_  
 (please print)

**Return order form, payment, and ad copy to:**

Philadelphia Youth Orchestra  
 Attn: Program Advertising FAX: 215.545.7399  
 P.O. Box 41810  
 Philadelphia, PA 19101-1810

- Digital ad copy / artwork may be sent to [colleenhood@gmail.com](mailto:colleenhood@gmail.com)

**Contact Information**

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_  
no. street city state zip

**PYO Contact** (if applicable) \_\_\_\_\_