

ADVERTISING RATES

The DSO's 2006-2007 Season: "The Perfect Moment"



Performance

The Magazine of the Detroit Symphony Orchestra

RATE CARD #1 • RATES ARE NET Full Season, 6-Issue Package

RATE CARD I: FULL SEASON 6 Issues	
Sept. 7, 2006 - June 10, 2007 Circulation: 254,000	
FULL COLOR	Full Page \$13,128
	2/3 Page 10,938
	1/2 Page 8,688
	1/3 Page 5,580
	1/6 Page 3,108
	Spread 17,682
BLACK & WHITE	Full Page \$ 10,098
	2/3 Page 6,846
	1/2 Page 5,160
	1/3 Page 3,672
	1/6 Page 1,830
Close date: July 31, 2006 Materials due: August 8, 2006	

For concert information,
visit the Detroit Symphony
Orchestra online at
www.detroitssymphony.com

ALL DATES ARE
SUBJECT TO CHANGE.

•Cover Premiums: Cover 2: 15%, Cover 3: 10%, Cover 4: 20%

Contact Toby Faber to place your
ad in *Performance* magazine:

tel (248) 681-4944

fax (248) 681-0795

e-mail: tobyassociates@msn.com

Toby
ASSOCIATES

Ship all advertising materials to:

Echo Publications, Inc.

300 E. Fourth Street

Royal Oak, MI 48067

tel (248) 582-9690

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RATE CARD #2 • RATES ARE NET 4-Issue Packages

PACKAGE AB 4 Issues: No. 1, No. 2, No. 3, & No. 4 Sept. 7, '06 - Mar. 3, '07 Circulation: 169,333	
FULL COLOR	Full Page \$9,482
	2/3 Page 8,054
	1/2 Page 6,988
	1/3 Page 3,992
	1/6 Page 2,180
	Spread 13,260
BLACK & WHITE	Full Page \$ 6,654
	2/3 Page 5,086
	1/2 Page 3,572
	1/3 Page 2,568
	1/6 Page 1,348
Close date: July 31, 2006 Materials due: Aug. 8, 2006	

PACKAGE BC 4 Issues: No. 3, No. 4, No. 5, & No. 6 Dec. 1, '05 - June 4, '06 Circulation: 169,333	
FULL COLOR	Full Page \$9,482
	2/3 Page 8,055
	1/2 Page 6,987
	1/3 Page 3,992
	1/6 Page 2,180
	Spread 13,260
BLACK & WHITE	Full Page \$ 6,654
	2/3 Page 5,086
	1/2 Page 3,572
	1/3 Page 2,568
	1/6 Page 1,348
Close date: Oct. 18, 2006 Materials due: Oct. 26, 2006	

4.22.06

•Cover Premiums: Cover 2: 15%, Cover 3: 10%, Cover 4: 20%

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RATE CARD #3 • RATES ARE NET 2-Issue Packages

PACKAGE A	
2 Issues: No. 1 & No. 2 Sept. 7 - Nov. 26, 2006 Circulation: 84,667	
FULL COLOR	Full Page \$5,226
	2/3 Page 4,342
	1/2 Page 3,808
	1/3 Page 2,206
	1/6 Page 1,156
	Spread 8,330
BLACK & WHITE	Full Page \$ 3,668
	2/3 Page 2,568
	1/2 Page 1,948
	1/3 Page 1,458
	1/6 Page 736
Close date: July 31, 2006 Materials due: Aug. 8, 2006	

PACKAGE B	
2 Issues: No. 3 & No. 4 Nov. 28, '06 - Mar. 3, '07 Circulation: 84,667	
FULL COLOR	Full Page \$5,226
	2/3 Page 4,342
	1/2 Page 3,808
	1/3 Page 2,206
	1/6 Page 1,156
	Spread 8,330
BLACK & WHITE	Full Page \$ 3,668
	2/3 Page 2,568
	1/2 Page 1,948
	1/3 Page 1,458
	1/6 Page 736
Close date: Oct. 18, 2006 Materials due: Oct. 26, 2006	

PACKAGE C	
2 Issues: No. 5 & No. 6 Mar. 9 - June 10, 2007 Circulation: 84,667	
FULL COLOR	Full Page \$5,226
	2/3 Page 4,342
	1/2 Page 3,808
	1/3 Page 2,206
	1/6 Page 1,156
	Spread 8,330
BLACK & WHITE	Full Page \$ 3,668
	2/3 Page 2,568
	1/2 Page 1,948
	1/3 Page 1,458
	1/6 Page 736
Close date: Jan. 26, 2007 Materials due: Feb. 5, 2007	

•Cover Premiums: Cover 2: 15%, Cover 3: 10%, Cover 4: 20%

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RATE CARD #4 • RATES ARE NET Single Issue Rates

Circulation: 42,333

FULL COLOR	Full Page	\$3,448
	2/3 Page	2,829
	1/2 Page	2,387
	1/3 Page	1,467
	1/6 Page	743

BLACK & WHITE	Full Page	\$ 2,454
	2/3 Page	1,731
	1/2 Page	1,307
	1/3 Page	977
	1/6 Page	492

•Cover Premiums: Cover 2: 15%, Cover 3: 10%, Cover 4: 20%

Issue:	Run Dates	Close date	Materials due:
#1	Sept. 7 - Oct. 15, 2006	July 31, 2006	Aug. 8, 2006
#2	Oct. 19 - Nov. 26, 2006	Sept. 11, 2006	Sept. 19, 2006
#3	Nov. 28, '06 - Jan. 14, '07	Oct. 18, 2006	Oct. 26, 2006
#4	Jan. 18 - Mar. 4, 2007	Dec. 7, 2006	Dec. 15, 2006
#5	Mar. 9 - Apr. 15, 2007	Jan.26, 2007	Feb. 5, 2007
#6	Apr. 27 - June 10, 2007	Mar. 19, 2007	Mar. 27, 2007

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ADVERTISING SPECIFICATIONS



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The Magazine of the Detroit Symphony Orchestra

Standard Ad Sizes:

	(wide x deep)
Full Page	8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ " Trim
2/3 Page	4 $\frac{5}{8}$ " x 10"
1/2 Page (horizontal)	7" x 4 $\frac{13}{16}$ "
1/2 Page ("Island")	4 $\frac{5}{8}$ " x 7 $\frac{7}{16}$ "
1/3 Page (vertical)	2 $\frac{3}{16}$ " x 10"
1/3 Page (square)	4 $\frac{5}{8}$ " x 4 $\frac{13}{16}$ "
1/6 Page (vertical)	2 $\frac{3}{16}$ " x 4 $\frac{13}{16}$ "
1/6 Page (horizontal)	4 $\frac{5}{8}$ " x 2 $\frac{1}{4}$ "

- Trim Size: 8 $\frac{3}{8}$ " x 10 $\frac{7}{8}$ "
- For bleed, extend bleeding elements at least $\frac{1}{8}$ " beyond trim.
- Safety: Keep live matter 5/16" in from all trim edges and gutter.

DIGITAL AD REQUIREMENTS

Ad must be supplied in digital format. We *prefer* material created in Quark XPress 4.0/4.1 for Macintosh. Include all fonts and graphics (CMYK, 300dpi, etc.) Most other common programs (Illustrator, PageMaker, etc.), and file formats (PDF, TIF, EPS, etc.) are also accepted. (Make certain PDFs are created in high resolution.)

We can accept very large files (50MB) via Email. However, use Stuffit for Quark files, fonts, and large files to preserve file format integrity.

Email to: tom@echopublications.com

Performance magazine is printed 150 lpi web offset on coated paper to SWOP standards.

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DEMOGRAPHICS



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Detroit Symphony Orchestra Concert-goers

Income:

- 45% earn \$75,000 +
- 31% earn \$100,000+
- 81% more likely to earn \$100,000+ than the average Detroit metropolitan household
- 66% more likely to earn \$150,000-\$249,000 than the average Detroit metropolitan household
- 86% more likely to earn \$250,000+ than the average Detroit metropolitan household

Age:

18-24.....	6%
25-34.....	13%
35-44.....	15%
45-54.....	26%
55-64.....	19%
65+	19%

Education:

- 95% High School Graduate or more
- 34% College Graduate or more
- 20% Post Graduate Work

Gender:

Male	45%
Female	55%

Marital Status:

59% Married
18% Single
13% Widowed

Occupation:

28% Executive, Managerial, Professional Specialty
31% Administrative, skilled trade, technical, sales
20% Retired

Source: Scarborough Research Augst 2001-July 2002

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PUBLICATION SCHEDULE

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2006-2007 Concert Season

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Package B	#3	Nov. 28, '06 - Jan. 14, '07	Oct. 18, 2006	Oct. 26, 2006
	#4	Jan. 18 - Mar. 4, 2007	Dec. 7, 2006	Dec. 15, 2006
Package C	#5	Mar. 9 - Apr. 15, 2007	Jan. 26, 2007	Feb. 5, 2007
	#6	Apr. 27 - June 10, 2007	Mar. 19, 2007	Mar. 27, 2007

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QUICK FACTS

- Performance magazine is the official program guide for all DSO concerts, including Classical Series, Pops Series, Jazz Series, Holiday Festival, Special Events, and Young People's Concerts.
- Editorial content includes biographies of guest artists, program notes for all classical works, DSO news, interesting feature stories, listings of contributors, and more.
- Performance magazine is published 6 times throughout the concert season from September - June. Generous discounts apply for full-season advertisers.
- The magazine reaches approximately 254,000 concert-goers throughout the season. Many readers take their copy home for further reading.
- Low advertising rates give you the best advertising value in the metro Detroit area. Rates did not increase from last season.
- We strive to meet all your expectations and will work hard to fulfill special requirements, position requests, and deadline extensions.
- Performance magazine is printed in 4-color process at a metro Detroit high quality publication printer.

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