

PARTNERSHIP ADVANTAGES

encore! Arts Magazine

Fall 2017 Issue!

Winter/Spring 2018 Issue!

15,000 Copies Distributed!

The Vancouver Island Symphony publishes *encore!* Arts Magazine, the Symphony's House Programme in two editions over the season. (Fall and Winter). A total of 15,000 copies are distributed to ticket buyers in the 800 seat audience and are prominently displayed for free pick up at the Port Theatre, local coffee shops, galleries and libraries.



PREVIOUS COVER SAMPLES

- Advertising opportunities include printing and direct targeted distribution with costs as low as 5¢-10¢ cents per copy: ten times less than the cost of postage alone.
- **encore!** Arts Magazine will be distributed directly to patrons at 19 concerts throughout the 2017-2018 season (October-April).
- 15,000 copies printed in full colour and distributed.
- **encore!** Arts Magazine is available online and distributed to email stakeholders.
- Published as a flip page magazine online
- Distributed via direct mail to 300+ Season Ticket Holder households reminding them to support you
- Two editions of **encore!** Arts Magazine span the period of October 2017 to April 2018.
- Ability to change your advertisement in the January-April 2018 edition. Deadline for change is January 5, 2018.

Confirm your ad by August 31, 2017 and pay the 2016/2017 ad rates!

*Ad rates increase 20% after September 1st, 2017.

AD SIZE	PRICE JUN 1-AUG 31, 2017	MONTHLY PAYMENTS (BASED ON N 8 MONTHS)	*PRICE AFTER AUG 31, 2017	MONTHLY PAYMENTS (BASED ON N 8 MONTHS)
Quarter Page	\$500	\$62.50	\$600	\$75
Half Page	\$700	\$87.50	\$840	\$105
Full Page	\$1000	\$125.00	\$1200	\$150
Back Cover (Full Page)	\$2000	\$250.00	\$2400	\$300