

# Hinesburg Artist Series Program

## 2017 Rate Card and Ad Guidelines

### ► WHO ARE WE?

The Hinesburg Artist Series, Inc. (HAS) is a nonprofit, 501(c)(3) organization which seeks to provide opportunities for the northern Champlain Valley community to experience and celebrate the arts. HAS is comprised of the Hinesburg Community Band, small ensembles, the South County Chorus, and the In Accord *a cappella* singers, whose participants include residents of many surrounding towns both within Chittenden County and beyond. These groups have been providing quality band and choral music in our community for many years, generating large and loyal audiences and enhancing the quality of life for both audience members and musicians alike.

### ► SCHEDULE AND CIRCULATION

Between our anniversary concert held each March, our spring and fall performances, and our ever popular holiday concert in December, we distribute approximately 1000 programs. While advertising is sold on a yearly basis, we produce a separate program for each of these four major concerts with a new cover and new editorial material interspersed with the advertising. It's simple: We contact you once a year, and for one price your business ad is displayed in four separately produced programs and seen by performers and concert patrons multiple times. In addition, your business name is listed on The Hinesburg Artist Series website at [www.HinesburgArtistSeries.org](http://www.HinesburgArtistSeries.org).

### ► BY PARTICIPATING YOU CAN...

- ...generate new business from a modest advertising investment
- ...build goodwill in local communities
- ...support quality community-based music performances
- ...reach a community-minded, appreciative audience

### ► DEADLINES

Ad renewals and payment due: November 18, 2016  
New ad copy and final payment due: February 3, 2017

### ► CONTACTS

- Ad design questions: Michael Patterson, Patterson:Ads, 324-4430, [michael@pattersonads.com](mailto:michael@pattersonads.com)
- Program questions: Barbara Mercure, 985-2943, [bjkmerc@comcast.net](mailto:bjkmerc@comcast.net)

# AD GUIDELINES

## ► *General Overview*

- **The best way to ensure that your ad prints as you wish it to is to convert all type to paths and save the ad as a press-quality .eps or .pdf file.**
- **Proofread carefully. We can't edit type-as-paths or bitmaps.**
- **Minimum resolution** for images: 300 ppi. Line art images (1-bit .tif files) should be at least 600 ppi.
- **All color in CMYK** mode.
- **If you do not convert fonts to paths,** make sure they are *imbedded* in your .pdf or .eps file.

## ► *Acceptable Formats*

**PDF:** Preferred. Use “press quality” settings: minimum 300 ppi resolution for images, all fonts imbedded or converted to paths. Avoid high compression to preserve image quality.

**EPS:** minimum 300 ppi resolution for images, all fonts converted to paths, all colors and images in CMYK color mode.

**JPG or TIFF:** Minimum 300 ppi, CMYK color. This is simple and relatively foolproof, but the quality of type and line detail is compromised, so avoid type in small point sizes.

**“Camera Ready” artwork:** We will scan any finished hard copy you provide. Materials incorporating halftone screens (i.e. already-printed images) or ink jet printouts generally yield poor results.

## ► *Production Services*

We will produce your ad from your instructions, copy, and materials for an **additional fee of 25%** of the ad cost. **You will own the finished file** so that you can use it in other media. We also charge for changes after submission and for corrections to improperly made files. Production services are provided at reduced rates by Patterson:Ads (324-4430), which produces the HAS Program on a volunteer basis.

## RATES

Size	black & white	color
Back Cover Bleed	—	\$650.
Bleed Page:	\$380.	530.
Full Page:	350.	500.
Half:	175.	250.
Third:	130.	200.
Quarter:	100.	150.

Horizontal Half: 4.65" x 3.675"

Vertical Half:  
2.25" x 7.5"

Vertical Quarter:  
2.25" x 3.675"

Horizontal Third  
4.65" x 2.4"

Full: 4.65" x 7.5"

Bleed Page:  
trim: 5.25" x 8"  
(add 0.125 bleed on all edges;  
keep critical matter within 4.65" x 7.5")

THE  
HINESBURG  
ARTIST SERIES  
PRESENTS

# Fall Concert

THE SOUTH COUNTY CHORUS  
THE HINESBURG  
COMMUNITY BAND  
IN ACCORD

CONDUCTED BY RUFUS C. PATRICK  
MONDAY, NOVEMBER 9, 2009  
CHAMPLAIN VALLEY UNION HIGH SCHOOL

THE HINESBURG ARTIST SERIES PRESENTS

# CHRISTMAS CONCERT



THE SOUTH COUNTY CHORUS and  
THE H.A.S. ORCHESTRA

SUNDAY DECEMBER 13, 2009 • CONDUCTED BY RUFUS C. PATRICK

THE HINESBURG ARTIST SERIES PRESENTS  
ITS FOURTEENTH ANNUAL CONCERT

# MAGNIFICAT

THE SOUTH COUNTY CHORUS  
and  
HAS ORCHESTRA  
with  
GUEST ARTIST, SOPRANO JESSICA ALLEN

CONDUCTED by RUFUS C. PATRICK  
MUSIC of VIVALDI, HAYES, MOZART  
and others

Sunday, March 21, 2010, St. Jude Church, Hinesburg

HINESBURG ARTIST SERIES PRESENTS

# SPRING CONCERT



of sundry & glorious musical diversions including

**THE HINESBURG COMMUNITY BAND**  
FEATURING "CASEY AT THE BAT" NARRATED BY  
**Rusty DeWees**

**SOUTH COUNTY CHORUS**

Performing selections from "OLIVER!" with guest soloists from  
**Hinesburg Community School**

the a capella stylings of **IN ACCORD**  
CONDUCTED BY RUFUS C. PATRICK  
WEDNESDAY, MAY 26, 2010 AT THE CVU AUDITORIUM

Previous Hinesburg Artist Series Program Covers