


Please find below the specifications for program book advertising.  
If you have questions, please don't hesitate to contact us. [ads@Reger150.org](mailto:ads@Reger150.org)

**Due date:** Sept 1 2023. If graphic design services are needed, deadline is: Aug 15, 2023.  
Email PDF (up to 25MB) or conveyance instructions to [ads@Reger150.org](mailto:ads@Reger150.org) by Sept 1 2023  
Alternatively, your designer can enter the download URL for your graphics at  
[www.Reger150.org/ads](http://www.Reger150.org/ads)

**Web Listings:** Enter logo, web, social links, etc. on the above online ads form 

**Ad Payments:** online via **CreditCard** (payable using the above online ads form)  
... or by **check** made out to Worcester AGO mailed to: Ronna Davis, AGO Dean, 7 Davis Ledge Rd, Sterling, MA 01564

**Technical Details:** Hi-res or vector PDF format. RGB color space will be converted to CMYK. Bleeds 1/8" (updated)

**Publication:** A minimum of 1000 Program Books will be distributed, available at all the festival events.

PRICE	AREA	AD SIZE (TRIM)	BLEED SIZE*
\$1,300	Two-page spread	17 x 11"	17.25 x 11.25"
\$1,000	Inside back/front **	8.5 x 11"	8.75 x 11.25"
\$750	Full page	8.5 x 11"	8.75 x 11.25"
\$450	Half page (horiz)	8.5 x 5.5"	8.75 x 5.75"
\$250	Qtr page (vert)	4.25 x 5.5"	4.5 x 5.75"

\* Bleeds: If 1/8" [UPDATED] bleed size is not met and if there is ink to the trim edge, the size will be adjusted accordingly.

\*\* Inside covers: First come, first served. These will go fast.



UPDATED