

# encore



## MEDIA KIT

The energy of advertising.



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## MISSION

Our mission is to promote and enhance the performing arts experience through engaging content, access to the arts, and community initiatives.

Cover Photo: The Alliance Theatre's *Ever After*. Photo by Greg Mooney.

Photo courtesy of the Fox Theatre.

## PARTNERS



**Alliance  
Theatre**

**ATLANTA BALLET**



THE ATLANTA  
**OPERA**

**Atlanta  
Symphony  
Orchestra**



# READERS

Performing arts audiences engage with our printed issues at moments of pure receptivity before a show. When you partner with Encore Atlanta, your message is hand-delivered to readers, remaining with them during and after the show.

**4,000,000+**

*readers per year*

**\$60,000,000+**

*spent attending performances*

**\$185,000+**

*average household income*

The Alliance Theatre's *Becoming Nancy*.  
Photo by Greg Mooney.



The energy of the stage.





# ARTS IN ATL

In Atlanta, the performing arts play a vital role in both the arts and tourism industries. Residents and visitors alike are choosing to spend their leisure time in Atlanta attending performances.

**31.3%**

*of attendees are tourists*

**\$285,000,000**

*event-related spending by audiences*

**15%**

*of tickets are sold  
outside metro Atlanta*

*Source: Americans for the Arts' Arts and  
Economic Prosperity 5 Report*

The energy of the stage.

The Alliance Theatre's  
*Angry, Raucous and Shamelessly Gorgeous.*  
Photo by Greg Mooney.



# BY THE NUMBERS

Performing arts are increasingly important to Georgia's rich cultural climate. Here, we outline just a few facts about this lucrative industry in Georgia.

**\$1,069,496,000**

*performing arts industry revenue*

**4,556**

*performing arts businesses*

**15,560 people**

*performing arts employees*

*The Woodruff Arts Center, home to the Alliance Theatre and the Atlanta Symphony Orchestra, is the*

**3rd Largest**

*arts organization in the United States behind the Lincoln Center and Kennedy Center.*

The Alliance Theatre's *The Wizard of Oz*.  
Photo by Greg Mooney.



The energy of the stage.



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## SPECIAL PACKAGES

Encore offers special packages to extend the reach of your message across multiple shows and venues. A buy with one of these special packages will bring increased ad visibility across venues or multiple performances of a similar theme. Numerous packages are available throughout the year. Contact Encore to learn more about which by will best suit your desired audience.

Photo courtesy of the Fox Theatre.



The Alliance Theatre's *Alice Between*.  
Photo by Greg Mooney.

### FULL MARKET

This package includes coverage in every Fox Theatre, Atlanta Symphony Orchestra, Alliance Theatre, The Atlanta Opera, and Cobb Energy Performing Arts Centre.

### CLASSIC MARKET

This package includes coverage in every Atlanta Symphony Orchestra, Atlanta Ballet, and The Atlanta Opera program.

### THEATRE MARKET

This package includes coverage in every Fox Theatre and Alliance Theatre program.



A Magical Cirque Christmas.  
Photo by Lou Baldanza.

### BROADWAY HITS

Multiple Broadway shows in the Broadway in Atlanta series at the Fox Theatre.

### FAMILY BUY

Family shows across the city, including classic arts, theatre, and more!

### HOLIDAY HITS

Reaching all holiday audiences!

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## SPECIAL EDITION ISSUES

Encore's special edition issues offer the opportunity to be included in commemorative programs. A buy in these issues will ensure ad visibility in a cherished keepsake.

*A Magical Cirque Christmas.*  
Photo by Lou Baldanza.



## PRIDE:

Special edition commemorating LGBT representation on Broadway during Atlanta's Pride month

- Special retrospective feature
- Custom cover art

## HAMILTON:

Special edition keepsake program

- Perfect bound with .70 stock covers
- Special Q&A mini features with local lawyers

## LIMITED EDITION PERFORMANCE PROGRAMS:

Program created exclusively for special performances

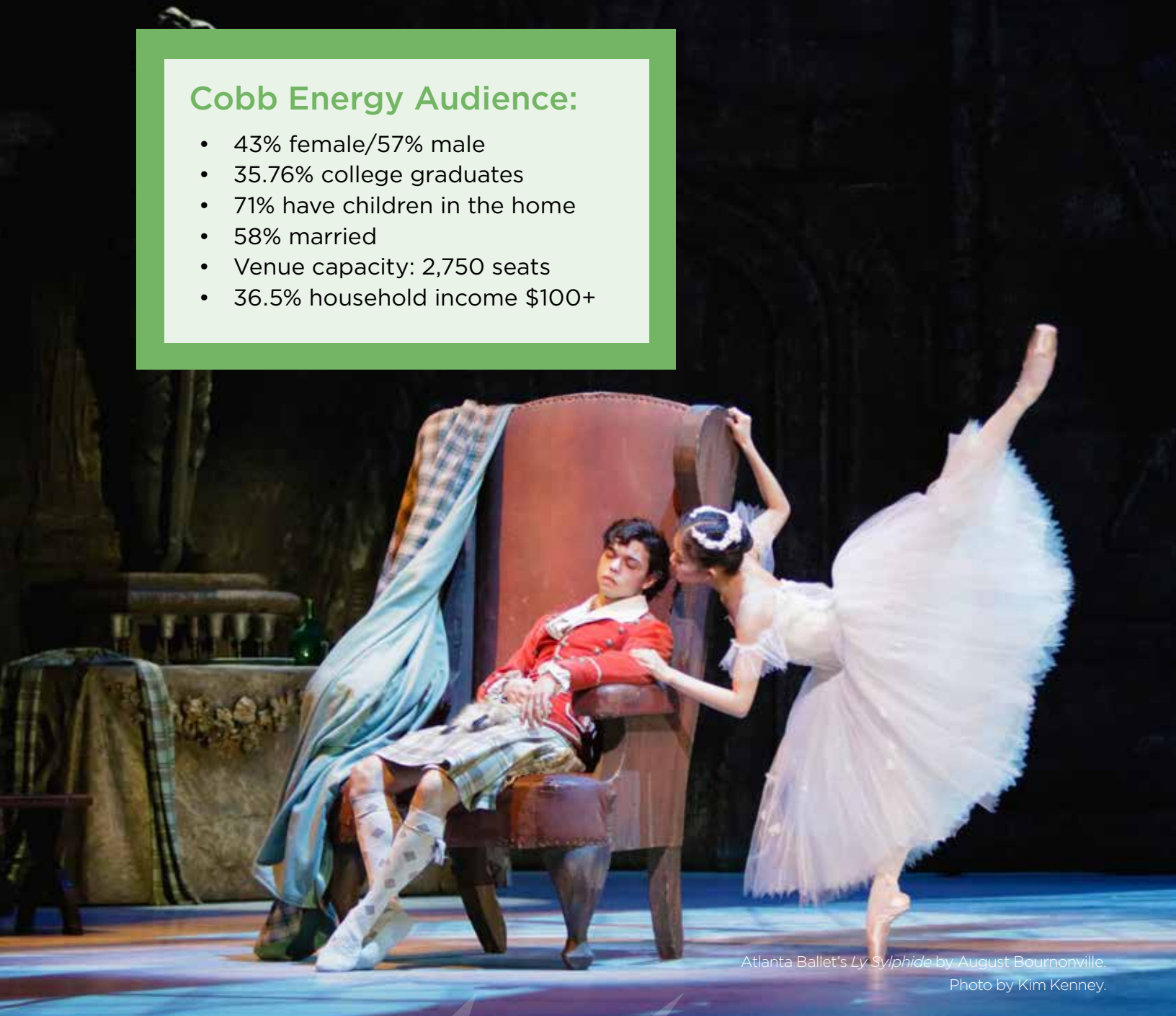
- Opportunity for exclusive advertising



# COBB ENERGY PERFORMING ARTS CENTRE

## Cobb Energy Audience:

- 43% female/57% male
- 35.76% college graduates
- 71% have children in the home
- 58% married
- Venue capacity: 2,750 seats
- 36.5% household income \$100+



Atlanta Ballet's *Ly Sylphide* by August Bournonville.  
Photo by Kim Kenney.

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## CONTACT

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# COBB ENERGY PERFORMING ARTS CENTRE



Cobb Energy Performing Arts Centre hosts a wide-ranging mix of comedians, concerts, speakers, and special events that range from jazz and country to K-pop and the latest YouTube sensations. It is also home to performances by Atlanta Ballet and The Atlanta Opera. This program is published bimonthly.

**44,000:** average print readership per month

**15,000-25,000:** average digital reach per month

## Cobb Energy Rates

	1x	3x	6x
Full page	\$3,000	\$2,700	\$2,430
Half page	\$1,950	\$1,755	\$1,580
Quarter page	\$1,170	\$1,053	\$950

All rates are gross and subject to change. Cancellations will not be accepted after ad closing date. The publisher may reject or cancel any advertising for any reason at any time. Agency commission: 15% (production premiums are non-commissionable). Bills are rendered on or about the first of the issue month, with net due within 30 days of invoice date. Effective July 1, 2018.



*A Magical Cirque Christmas.*  
Photo by Lou Baldanza.

# COBB ENERGY PERFORMING ARTS CENTRE

## Performance Schedule:

### January/February 2020

*Shen Yun*

Atlanta Ballet's Heart/Beat -

Gospel, Brubeck & Rhythms of the City

Atlanta Ballet 2's *Swan Princess*

Il Volo

Gordon Lightfoot: 80 Years Strong Tour

Blippi Live!

The Beach Boys: 12 Sides of Summer

### March/April 2020

ArtsKSU Revue

Justin Moore & Tracy Lawrence

Black Violin

Atlanta Ballet's *Giselle*

Georgia High School Musical Theatre Awards

Rain: A Tribute to The Beatles

### May/June 2020

Atlanta Ballet's *Firebird*

### Ads due Dec 2

Jan 3-12

Feb 7-15

Feb 13-16

Feb 17

Feb 18

Feb 19

Feb 26

### Ads due Feb 3

Mar 18

Mar 19

Mar 20

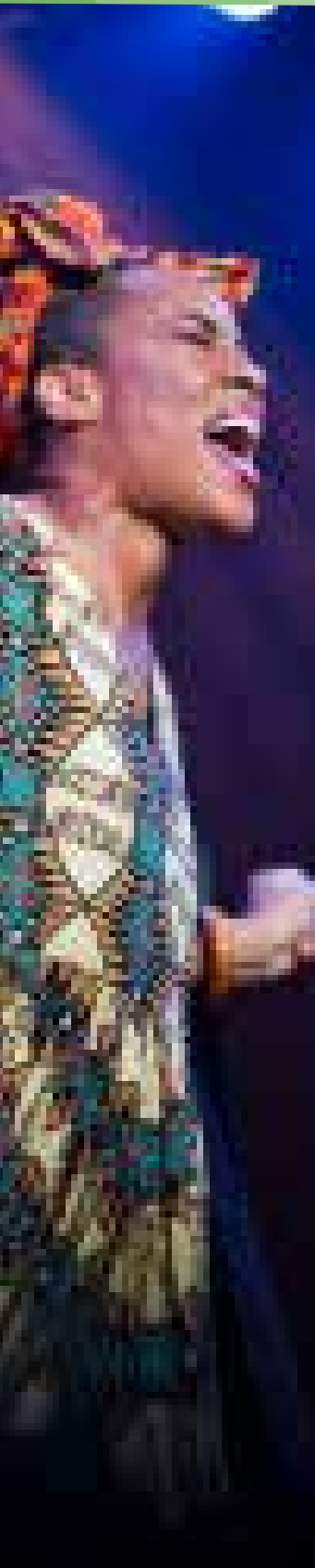
Mar 27-29

Apr 16

Apr 22

### Ads due April 1

May 15-17



*Black Nativity.*

Courtesy of Cobb Energy Performing Arts Centre.



# THE ATLANTA OPERA



## The Atlanta Opera Audience:

- 56% female/44% male
- 35% have a master's degree
- 40% age 45+
- 69% homeowners
- Average household income \$120K+

The Atlanta Opera's *La Cenerentola*.  
Photo by Rafterman Photography.

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# THE ATLANTA OPERA

THE ATLANTA  
OPERA

Founded in 1979, The Atlanta Opera celebrates its 40th anniversary in the 2019-20 season. The Atlanta Opera is known internationally for sharing its work with diverse audiences, including patrons ages 25-35. The Opera's program is published six times annually and includes four mainstage and two Discoveries series programs.

**7,500:** average print readership per month

**8,000:** average digital reach per month

## Atlanta Opera Rates

	1x	3x	6x
Full page	\$3,200	\$2,880	\$2,590
Half page	\$2,080	\$1,875	\$1,685
Quarter page	\$1,250	\$1,125	\$1,015

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The Atlanta Opera's *Frida*.  
Photo by Rafterman Photography.



# THE ATLANTA OPERA

## Performance Schedule:

<i>Salome</i> at Cobb Energy Performing Arts Centre	Jan 25-Feb 2
<i>Porgy and Bess</i> at Cobb Energy Performing Arts Centre	Mar 7-15
<i>Madama Butterfly</i> at Cobb Energy Performing Arts Centre	May 2-10
<i>Glory Denied</i> at TBD	May 23-31



The Atlanta Opera's *Frida*.  
Photo by Rafterman Photography.

# THE ATLANTA BALLET

## Atlanta Ballet Audience:

- 52% female/48% male
- 36% have a bachelor's degree
- 46.2% household income \$100+
- 98.8% homeowners
- 62.2% married
- 79% have children in household



Atlanta Ballet's *Catch* by Liam Scarlett.  
Photo by Kim Kenney.

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# THE ATLANTA BALLET

**ATLANTA BALLET**  
GENHADI NEDWIGIN • ARTISTIC DIRECTOR

Founded in 1929, Atlanta Ballet is one of the premier dance companies in the country and the official State Ballet of Georgia. Atlanta Ballet's eclectic repertoire spans ballet history, highlighted by beloved classics and inventive originals. After 89 years, Atlanta Ballet continues its commitment to share and educate audiences on the empowering joy of dance.

**6,000:** average print readership per month

**2,500–3,500:** average digital reach per month

## Atlanta Ballet Rates

	1x	3x	6x
Full page	\$3,200	\$2,880	\$2,590
Half page	\$2,080	\$1,875	\$1,685
Quarter page	\$1,250	\$1,125	\$1,015

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Atlanta Ballet's *Love Fear Loss* by Ricardo Amarante.  
Photo by Kim Kenney.

# THE ATLANTA BALLET

## Performance Schedule:

Atlanta Ballet's Heart/Beat - Gospel, Brubeck & Rhythms of the City  
Atlanta Ballet 2's *Swan Princess*  
Atlanta Ballet's *Giselle*  
Atlanta Ballet's *Firebird*

Feb 7-15  
Feb 13-16  
Mar 27-29  
May 15-17



Atlanta Ballet's *Don Quixote* by Yuri Possokhov.  
Photo by Kim Kenney.



# FOX THEATRE

## Fox Theatre Audience:

- 62% female/38% male
- 79% college graduates
- 40% have children in the home
- 70% married
- 98% homeowners
- Venue capacity: 4,665 seats

Photo courtesy of the Fox Theatre.

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# FOX THEATRE



The Fox Theatre is more than Atlanta's historic treasure. It's one of the most successful venues in the country, hosting more than 200 concerts, Broadway shows, comedy shows, and other events each year. Encore Atlanta publishes 12 monthly show programs. A digital edition of each program goes to more than 2.1 million frequent ticket buyers each year.

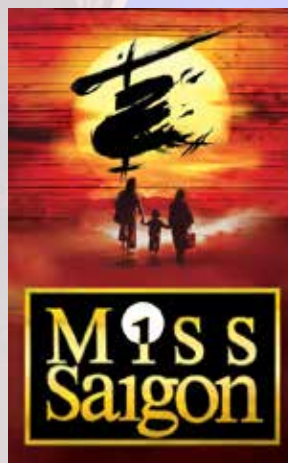
**44,000:** average print readership per month  
**70,000:** average digital reach per month

## Fox Theatre Rates

	1x	6x	12x
Full page	\$6,270	\$5,645	\$5,080
Half page	\$4,075	\$3,670	\$3,300
Quarter page	\$2,445	\$2,200	\$1,980



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# FOX THEATRE



## Performance Schedule

### January 2020

Ron White

The Band's Visit (Broadway in Atlanta)

### February 2020

Kenny "Babyface" Edmonds and Keith Sweat

*Hello, Dolly!* (Broadway in Atlanta)

Mystery Science Theatre 3000 Live

Dancing with the Stars: Live!

Joe Bonamassa

### March 2020

Celtic Woman: Celebration

Little Big Town

*Miss Saigon* (Broadway in Atlanta)

### April 2020

*Hamilton* (Broadway in Atlanta)

### May 2020

*Hamilton* (Broadway in Atlanta)

The Bachelor Live On Stage

Eckhart Tolle

My Little Pony Live

### June 2020

*Blue Man Group* (Broadway in Atlanta)

*Summer: The Donna Summer Musical*  
(Broadway in Atlanta)

### July 2020

*Anastasia* (Broadway in Atlanta)

### Ads due Dec 2

Jan 18

Jan 21-26

### Ads due Jan 2

Feb 8

Feb 11-16

Feb 26

Feb 27

Feb 28-29

### Ads due Feb 3

Mar 6

Mar 7

Mar 17-22

### Ads due Mar 2

Mar 31-May 3

### Ads due Apr 1

Mar 31-May 3

May 12

May 20

May 30

### Ads due May 1

June 11

June 13

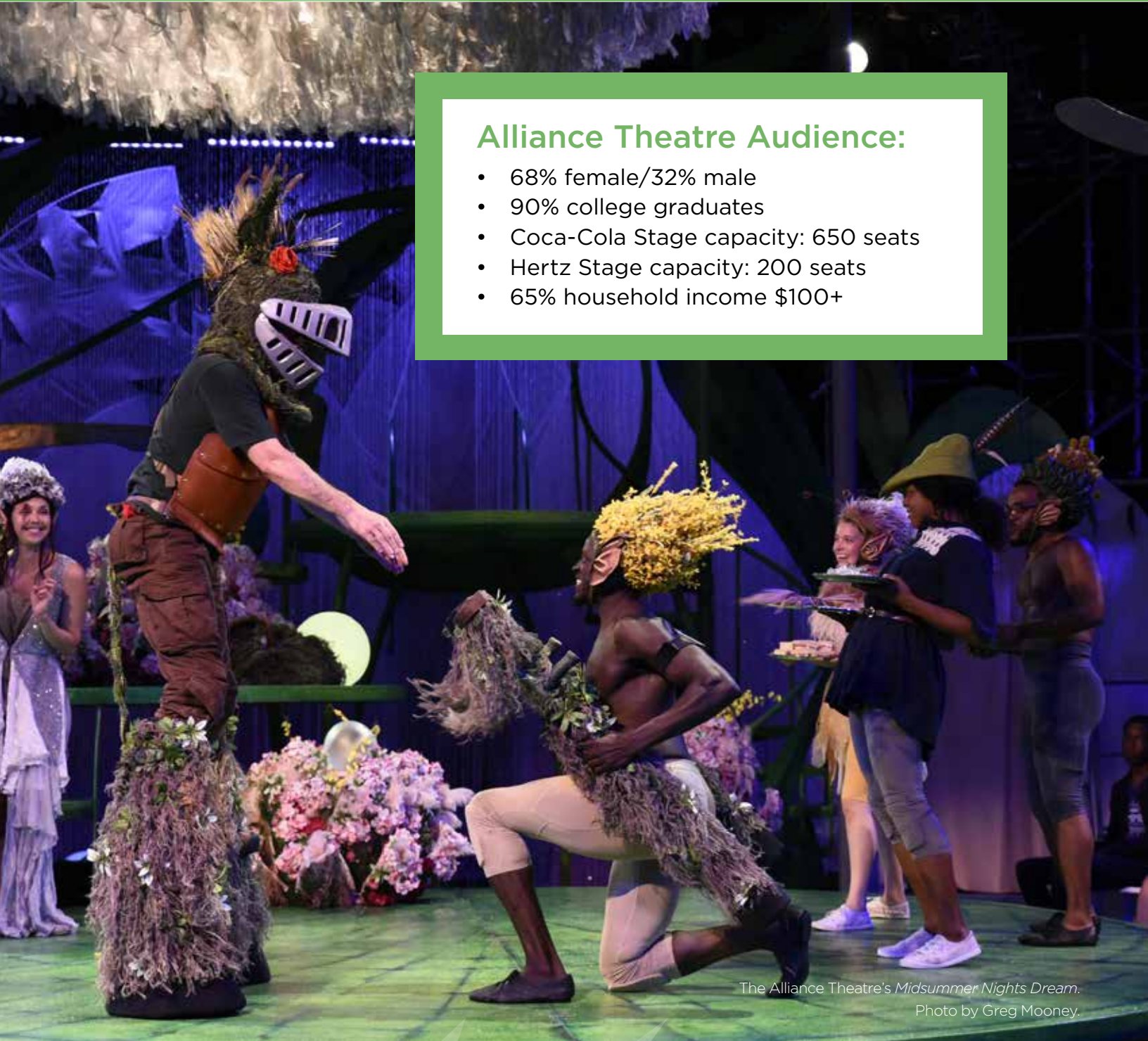
### Ads due Jun 1

Jul 28-Aug 2

# ALLIANCE THEATRE

## Alliance Theatre Audience:

- 68% female/32% male
- 90% college graduates
- Coca-Cola Stage capacity: 650 seats
- Hertz Stage capacity: 200 seats
- 65% household income \$100+



The Alliance Theatre's *Midsummer Nights Dream*.  
Photo by Greg Mooney.

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# ALLIANCE THEATRE

## Alliance Theatre

This Tony Award-winning regional powerhouse entertains more than 200,000 people each year and reaches the youngest, most ethnically diverse audiences among Encore's partner venues. The Alliance champions world premieres and young playwrights and is a leading incubator for Broadway musicals.

**21,300:** average print readership per month  
**120,000:** average digital reach per month

### Coca-Cola Stage Rates

	1x	6x	11x
Full page	\$3,850	\$3,222	\$2,900
Half page	\$2,500	\$2,095	\$1,885
Quarter page	\$1,500	\$1,260	\$1,130

### Hertz Stage Rates

	1x	6x	11x
Full page	\$2,100	\$1,890	\$1,700
Half page	\$1,365	\$1,230	\$1,110
Quarter page	\$819	\$740	\$680

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The Alliance Theatre's *Becoming Nancy*.  
Photo by Greg Mooney.

# ALLIANCE THEATRE

## Performance Schedule

*Maybe Happy Ending* on the Coca-Cola Stage

*Seize the King* on the Hertz stage

*Naked Mole Rat Gets Dressed* on the Coca-Cola Stage

*53% Of* on the Hertz Stage

*Sweat* on the Coca-Cola Stage

Jan 18-Feb 16

Feb 14-Mar 8

Mar 7-29

Mar 28-Apr 19

Apr 22-May 17



The Alliance Theatre's *Courtenay's Cabaret*.  
Photo by Greg Mooney.



# ATLANTA SYMPHONY ORCHESTRA

## ASO Audience:

- 45% female/55% male
- 59% college graduates
- 36% have attended a concert with a child
- 57% married
- 35% household income \$125+
- 96,000 tickets sold per season

The Atlanta Symphony Orchestra.  
Photo by Rafterman Photography.

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# ATLANTA SYMPHONY ORCHESTRA



Only one metro Atlanta arts organization has won 17 Grammy awards and recorded nearly 100 albums: the Atlanta Symphony Orchestra. Encore Atlanta publishes monthly show programs for the ASO's classical series.

**11,000:** average print readership per month

**190,000:** average digital reach per month

## ASO Rates

	1x	5x	10x
Full page	\$3,850	\$3,222	\$2,900
Half page	\$2,500	\$2,095	\$1,885
Quarter page	\$1,500	\$1,260	\$1,130

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Atlanta Symphony Orchestra Music Director Robert Spano.  
Photo by Jeff Roffman.



# ATLANTA SYMPHONY ORCHESTRA



## ASO Performance Schedule

### January 2020

Jorge Federico Osorio Returns to Perform de Falla  
Beethoven at 250: The Violin Concerto  
Vaughan Williams Oboe Concerto  
Leila Josefowicz Returns to Perform Berg

### February 2020

Robert Spano Conducts Vaughan Williams  
Northern Lights Part 1: The Sibelius Violin Concerto  
Northern Lights Part 2: The Grieg Piano Concerto

### March 2020

The In-Laws: Wagner and Liszt  
A Special Evening with Itzhak Perlman and Yoel Levi  
Atlanta Symphony Youth Orchestra Crescendo Concert  
Beethoven at 250: André Watts Plays  
the "Emperor" Concerto  
  
Presto Mambo  
Beethoven at 250: *Missa solemnis*

### April 2020

Midori and Bartók  
Donald Runnicles Conducts Carmina burana  
Stephen Mulligan Conducts The Rite of Spring

### May 2020

Elgar's Enigma Variations and Miloš Karadaglić Returns  
Atlanta Symphony Youth Orchestra Finale Concert  
Mahler's Symphony No. 4  
Kirill Gerstein Performs Mozart

### June 2020

Wagner's Tristan und Isolde (Atlanta Premiere) - Act I  
Wagner's Tristan und Isolde (Atlanta Premiere) - Act II  
Wagner's Tristan und Isolde (Atlanta Premiere) - Act III

### Ads due Dec 2

Jan 9 & 11  
Jan 16, 18 & 19  
Jan 23 & 25  
Jan 30 & Feb 1

### Ads due Jan 2

Feb 6 & 8  
Feb 20 & 22  
Feb 27 & 29

### Ads due Feb 3

Mar 5 & 7  
Mar 11  
Mar 15  
Mar 19 & 21

Mar 22  
Mar 26 & 27

### Ads due Mar 2

Apr 16 & 18  
Apr 23-26  
Apr 30 & May 2

### Ads due Apr 1

May 7 & 9  
May 10  
May 14 & 16  
May 28 & 30

### Ads due May 1

June 11  
June 13  
June 14

# RIALTO CENTER FOR THE ARTS

## Rialto Audience:

- 41% caucasian/40% African American
- 80% have an undergraduate degree or higher
- 60,000 annual visitors
- Average household income \$75k
- Venue capacity: 833 seats

Courtesy of Rialto Center for the Arts.

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# RIALTO CENTER FOR THE ARTS



Rialto Center for the Arts' renowned programming—largely national and international jazz, world music, and dance acts—draws patrons from throughout the metro area to Downtown Atlanta. The Rialto's program is published three times annually.

**4,000:** average print readership per month

**2,500:** average digital reach per month

## Rialto Rates

	1x	3x
Full page	\$2,000	\$1,800
Half page	\$1,300	\$1,170
Quarter page	\$780	\$700

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*Red Baraat.*  
Photo by Sachyn Mital.

# RIALTO CENTER FOR THE ARTS

## Performance Schedule

### Winter 2020

An Evening with Eric Whitacre  
Johnny Mercer Tribute  
Terence Blachard featuring the E-Collective  
Che Malambo

### Spring 2020

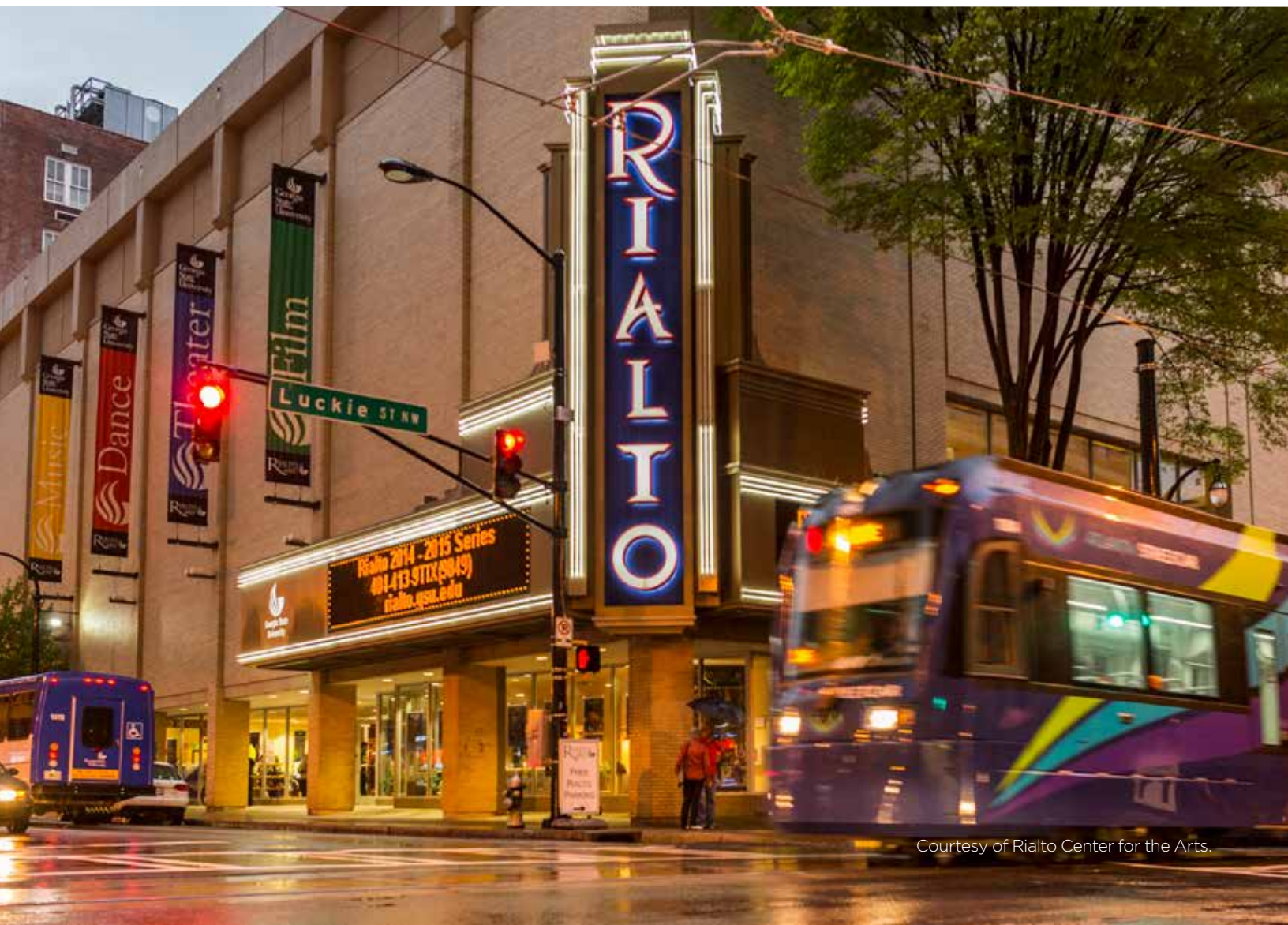
Dee Dee Bridgewater  
Capitol Steps  
Susannah  
Eva Ayllon

### Ads due Jan 2

Feb 4  
Feb 7  
Feb 15  
Feb 22

### Ads due Feb 3

Mar 7  
Mar 28  
Apr 10-12  
Apr 25



Courtesy of Rialto Center for the Arts.



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## PROGRAMMATIC DIGITAL MARKETING

Encore Atlanta programmatic builds a digital footprint of your best customer base. Using more than 100 databases to select millions of users in your targeted area.

## DIGITAL FOOTPRINT

This digital footprint allows for your ad to follow the user throughout their web browsing experience, on a variety of devices that they frequently use.

## CUSTOM DIGITAL CAMPAIGN

A campaign is quick and easy to setup by providing a few web display ads and a link. Customize your campaign with multiple messages, various ad sizes and adjustable campaign lengths to maximize your exposure.

## FRONT ROW ACCESS

Along with targeted digital marketing, Encore Atlanta offers our **first party data**. This data is the digital footprint of patrons who sit in the audience of every major arts and entertainment venue throughout metropolitan Atlanta.

This data can deliver your message to thousands of consumers directly to websites across all digital devices.

This demographic represents household income of more than \$185,000 and over \$60 million a year in Atlanta ticket sales.



# ENCOREATLANTA.COM RATES

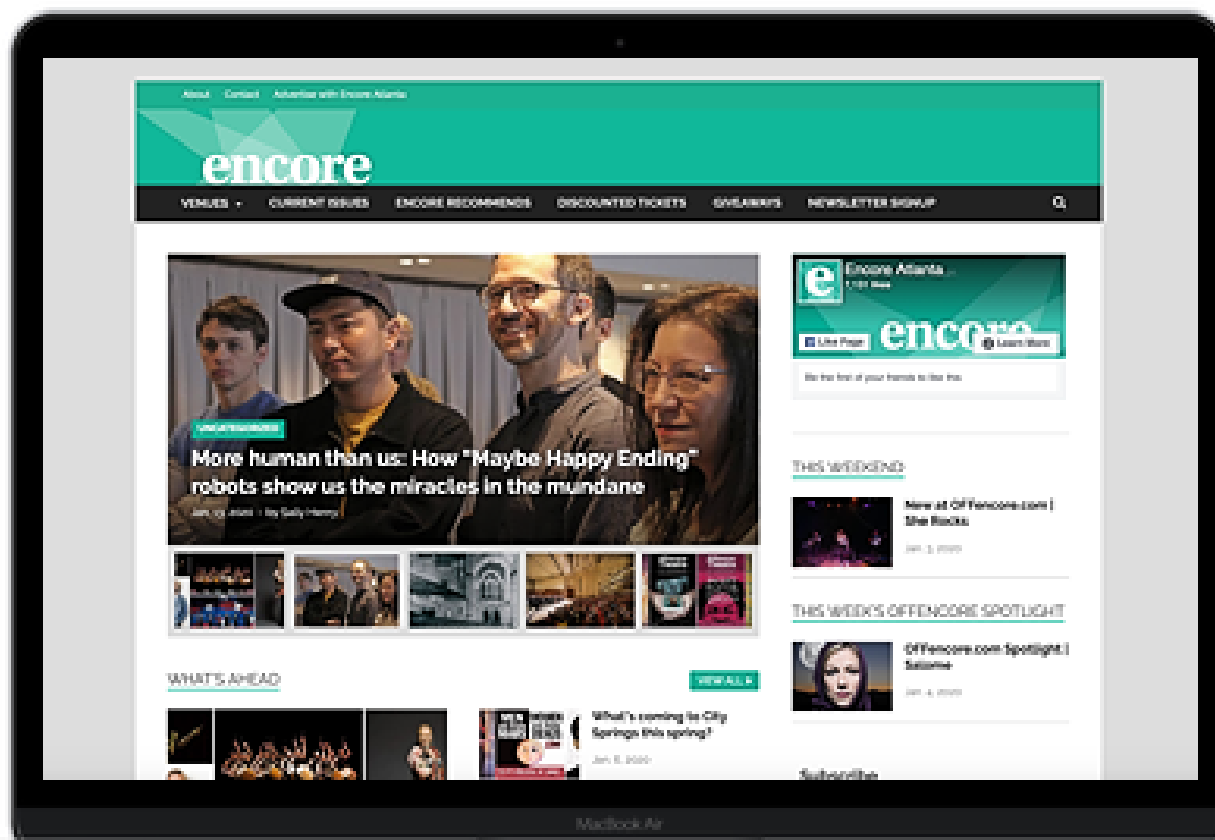
## encore

Our viewers stay up to date on Atlanta's performing arts scene with EncoreAtlanta.com! Enocre is their source for news, stories, event information, and discounted tickets through OFFencore.com. Arts enthusiasts can view digital programs online, read our features, download dining coupons, enter ticket giveaways, and more!

### Website Advertising Rates

	Size	Length	Rate
Leaderboard	728px x 90x	1 Month	\$1,400
Side Column Banner	300px x 100px	1 Month	\$900
Side Column Badge	300px x 250px	1 Month	\$1,200
Encore Spotlight	600px x 150px	1 Month	\$1,400

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## DIGITAL SPECIFICATIONS

### Top Performing Display Sizes



### Top Performing Mobile Sizes



### Video Sizes



Choozle recommends a  
16:9 aspect ratio

### Native Sizes



## BASIC DIGITAL REQUIREMENTS

- The following are acceptable file types for display: .GIF, .JPEG, .JPG, .PNG, HTML5
- Creative images must be clear, recognizable, and relevant; Text must be legible
- Creatives must occupy the entire space of the image size you've chosen
- Creatives cannot appear sideways or upside down
- Creatives cannot be segmented, contain multiple copies of itself within the ad, or otherwise appear to be more than one ad
- Creatives with partially black or white backgrounds must have a visible border of a contrasting color to the majority background color of the ad
- All creatives must open a new page on click, cannot open in the same page
- Individual display creatives cannot be larger than 300KB (including individual creatives in a .ZIP)
- [CLICK HERE](#) for full digital specifications, including HTML5 Creatives, Video Ads, etc.

**EMAIL MATERIALS TO** production@encoreatlanta.com (10mb max) or use a third-party, online filesharing site such as DROPBOX, HIGHTAIL or WETRANSFER.

**QUESTIONS?** We're here to help! Email production@encoreatlanta.com.

## PRINT SPECIFICATIONS

TRIM SIZE: 5.375" X 8.375"

### AD SIZE

### DIMENSIONS

Spread <sup>1, 2</sup>	10.75" X 8.375"
Full page bleed <sup>1, 2</sup>	5.375" X 8.375"
Full page float	4.625" X 7.625"
Half page	4.625" X 3.75"
Quarter page	4.625" X 1.8125"
Eighth page	2.25" X 1.8125"

### HINTS (for full page ads)

1. Using InDesign for a full page ad? Build your page to the trim size, and ADD .125" (1/8") on all sides for bleed. Keep live matter (text, logos) at least .25" (1/4") from the trim on each side.
2. Using Photoshop for a full page ad? Build your ad to bleed dimensions for a full page: 5.625" x 8.625" and allow .375" margin on each side for type safety area.
3. Ads smaller than full page don't need bleed or crop marks. Build your ad to size listed here.

## PRINT REQUIREMENTS

- Please submit files in our preferred file format: Adobe PDF/X-4:2008 (with crop and bleed marks; we don't need color bars). We will also accept Photoshop EPS or TIFF, Illustrator EPS or Adobe InDesign CS5 or higher. Live files (layered Photoshop or Illustrator, InDesign) must be packaged with support images and fonts. Please note: We cannot accept files in Publisher.
- All images/logos used in your ad must be 300 dpi or higher.
- NO LAB COLORS. All colors must be designated as Pantone process CMYK. Spot colors, RGB or LAB may reproduce incorrectly.

**EMAIL MATERIALS TO** [production@encoreatlanta.com](mailto:production@encoreatlanta.com) (10mb max) or use a third-party, online filesharing site such as DROPBOX, HIGHTAIL or WETRANSFER.

**QUESTIONS?** We're here to help! Contact Mark Baxter, production manager 404-310-1324 or [mark@encoreatlanta.com](mailto:mark@encoreatlanta.com).

FULL PAGE  
BLEED

FULL PAGE  
FLOAT

HALF  
PAGE

QUARTER  
PAGE

EIGHTH  
PAGE





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Atlanta Symphony Orchestra Conductor Stephen Mulligan.  
Photo by Jeff Roffman.



*Hip Hop Nutcracker.*  
Courtesy of Cobb Energy Performing Arts Centre.

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# encore

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