

ums

BE
PRESENT

145TH
SEASON



23
24



23/24 SEASON PROGRAM BOOK ADVERTISING OPPORTUNITIES

Expand your business’s visibility and reach through the official guide to UMS performances! Advertising in the UMS Season Program Book puts your business in the hands of an educated and engaged audience. It’s also an investment in the creative, artistic, and cultural vibrancy of our region.



UMS AUDIENCE

Readership:

60,000+

Distribution:

42+ performances

Audience Demographics:

16% 18-24

34% 25-44

34% 45-64

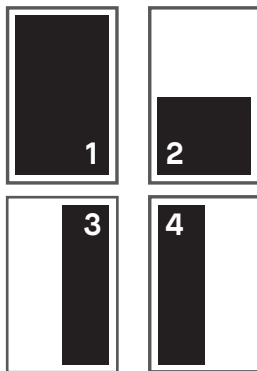
70% live in Washtenaw County;
An additional 16% travel from
Oakland, Wayne, or Livingston
Counties

80% report having attained at
least a bachelor’s degree

47% report household incomes
of greater than \$100,000

65% report one or more
University of Michigan affiliations

SIZES & RATES



1. Full Page — \$5,250

5" w x 8" h

2. Half Page Horizontal — \$2,850

5" w x 3.75" h

3. Half Page Vertical — \$2,850

2.375" w x 8" h

4. Quarter Page — \$1,750

2.375" w x 3.875" h

NOTE: All rates include full color.

10% discount offered when full payment received by September 15.

10% non-profit discount.

Discounts may not be combined.

UMS 23/24 PROGRAM BOOK ADVERTISING



FILE SPECIFICATIONS

All program book ads are full-color with **no bleeds**. Preferred file format is a high resolution PDF file.

ACCEPTABLE FORMATS

Adobe InDesign, provided all images and fonts are included in package;

Adobe Photoshop and Illustrator (CS3 or earlier), provided: all fonts are embedded or outlined, all images are 300 dpi and files are CMYK; or

High-resolution (300 dpi or greater) EPS, TIFF or JPEG files (CMYK).

UNACCEPTABLE FORMATS

We cannot accept ads created in the following programs: Microsoft Word, PowerPoint, Pagemaker, Corel Draw, nor can we use PDF files created from those programs. See above for acceptable file formats.

SUBMISSION

Please submit digital files via e-mail to ralesko@umich.edu by **July 25, 2023**.

E-MAIL OR MAIL TO:

UMS
Attn: Program Book Advertising
881 N. University Ave.
Ann Arbor, MI 48109-1011

Phone: 734-647-1175
E-mail: ralesko@umich.edu

CONTACT INFORMATION

Name of Business: _____

Phone: _____

E-mail: _____

Billing Address: _____

Authorized Signature: _____

Date: _____

Print Name: _____

Title: _____

PAYMENT OPTIONS

- Check Enclosed
- Visa
- American Express
- MasterCard
- Discover

SELECT AD SIZE

- Full Page \$5,250
- Half Page Horizontal \$2,850
- Half Page Vertical \$2,850
- Quarter Page \$1,750

NOTE: 10% discount offered if ad is paid in full by September 15, 2023. 10% discount offered for non-profit organizations. Discounts may not be combined.

Name on Card: _____

Card Number: _____

Expiration Date: _____

QUESTIONS?

Contact Rachelle Michelon, UMS Associate Director of Development for Annual Giving, at 734-647-1175 or ralesko@umich.edu.

Supporting the 23/24 UMS Season ensures we can continue to bring the best performing artists from around the world to Southeast Michigan—connecting audiences of all ages and artists in uncommon and engaging experiences that inspire and enrich the creative, cultural, and economic vibrancy of our region.



UNIVERSITY MUSICAL SOCIETY

881 NORTH UNIVERSITY AVENUE, ANN ARBOR, MI 48109-1011

UMS.ORG | 734-764-8489