

## The Best Program Guides Reach Metro Detroit's Best Audience!

Patrons of classical music, opera, and dance events are the readers of *Performance* and *BRAVO* magazines who make up metro Detroit's best audience — influential business leaders, community leaders, and upscale residents living in some of the Midwest's wealthiest communities.

Our quality publications deliver your advertising message to a prime audience at a time when their minds are at ease and spirits high as they enjoy Detroit's highest caliber entertainment in the historic venues of Orchestra Hall and the Detroit Opera House.



**NEW:** See *Performance* online at [www.dsoperformance.com](http://www.dsoperformance.com)

The Detroit Symphony Orchestra continues its exciting era with Music Director Leonard Slatkin at the helm. The 2009-2010 season offers week after week of exciting and fresh concert programs. Maestro Slatkin's impact on the community will continue to elevate the already world-renowned orchestra.



Concerts are held in the historic and acoustically-superb Orchestra Hall on Woodward Avenue in Detroit's cultural area. *Performance* magazine is handed out to patrons at all Classical, Pops, Jazz, World Music series concerts. Published 3 times per season, *Performance* reaches 254,000 of Metro Detroit's best audience.



The Michigan Opera Theatre at the Detroit Opera House is Detroit's premier venue for outstanding opera and internationally renowned dance performances. The 2009-10 opera season will include Giuseppe Verdi's *Nabucco*, Sondheim's *A Little Night Music*, Mozart's *Don Giovanni*, and Puccini's *Tosca*.



*BRAVO* is published twice per season, reaching 180,000 of Metro Detroit's best audience.

# Advertising Rates • 2009-2010 Season



*Performance* is the program guide magazine given to patrons at all DSO concerts at Orchestra Hall including classical, pops, jazz, world music series and special event concerts.

See complete issues at  
[www.dsoperformance.com](http://www.dsoperformance.com)



	<b>Full Season 3 Issues</b> Sept. 11, 2009 – June 6, 2010 Circ.: 254,000	<b>Fall 2009</b> Sept. 11 – Dec. 13, 2009* Circ.: 84,000	<b>Winter 2010</b> Dec. 17, 2009 – Mar. 13, 2010* Circ.: 84,000	<b>Spring 2010</b> Mar. 18 – June 6, 2010* Circ.: 84,000
<b>FULL COLOR</b>				
Full Page	\$ 13,800	\$ 5,500	\$ 5,500	\$ 5,500
1/2 Page	9,150	3,660	3,660	3,660
1/3 Page	6,255	2,500	2,500	2,500
1/6 Page	3,360	1,344	1,344	1,344
	Material Due: Mid-Aug. 2009	Material Due: Mid-Aug. 2009	Material Due: Late Nov. 2009	Material Due: Early Mar. 2010



*BRAVO* is the program guide magazine given to patrons of all opera and dance events at the historic Detroit Opera House.

**LOWER  
RATES FOR  
2009-10!**



	<b>Full Season 2 Issues</b> Sept. 2009 – June 2010 Circ.: 180,000	<b>Fall 2009</b> Sept. 2009 – Jan. 2010* Circ.: 90,000	<b>Winter/ Spring 2010</b> Feb. – June 2010* Circ.: 90,000
<b>FULL COLOR</b>			
Full Page	\$ 10,800	\$ 6,480	\$ 6,480
1/2 Page	7,128	3,240	3,240
1/3 Page	4,896	2,160	2,160
1/6 Page	2,628	1,600	1,600
	Material Due: Late Aug. 2009	Material Due: Late Aug. 2009	Material Due: Mid-Feb. 2009

ALL rates are NET • Cover Premiums: Cover 2: 15%, Cover 3: 10%, Cover 4: 20%



**COMBINED RATES • Full Season**  
**Buy both publications and save!**

Sept. 2009 – June 2010

Circ.: **434,000**

Full Page: \$22,140

1/2 Page: \$14,650

**ONLY  
\$51 CPM**

\*SCHEDULE SUBJECT TO CHANGE.

**Echo**  
PUBLICATIONS, INC.

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# MATERIAL SPECIFICATIONS



## Ad Sizes:.....(wide x deep)

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1/2 Page ("Island") ..... 4.625" x 7.4375"

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- Trim Size: 8.375" x 10.875"
- For bleed, extend bleeding elements at least 1/8" beyond trim.
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For best results, submit your advertising material as a "press ready" PDF (generally PDFx1a settings in Distiller or InDesign). The important aspects of the PDF file are that fonts are embedded, images are 300 dpi with little or no compression, colors are defined cmyk, and transparency is properly flattened.

If you need additional information or assistance with the preparation of your file, please call Tom Putters at 248-582-9690 or email [tom@echopublications.com](mailto:tom@echopublications.com)

Email files to:  
**[production@echopublications.com](mailto:production@echopublications.com)**

Performance magazine is printed 175 lpi web offset on coated paper to SWOP standards.



# DEMOGRAPHICS



## Income:

- 45% earn \$75,000 +
- 31% earn \$100,000+
- 81% more likely to earn \$100,000+ than the average Detroit metropolitan household
- 66% more likely to earn \$150,000-\$249,000 than the average Detroit metropolitan household
- 86% more likely to earn \$250,000+ than the average Detroit metropolitan household

## Age:

18-24	6%
25-34	13%
35-44	15%
45-54	26%
55-64	19%
65+	19%

## Education:

- 95% High School Graduate or more
- 34% College Graduate or more
- 20% Post Graduate Work

## Gender:

Male	45%
Female	55%

## Marital Status:

59% Married
18% Single
13% Widowed

## Occupation:

28% Executive, Managerial, Professional Specialty
31% Administrative, skilled trade, technical, sales
20% Retired

# **Echo**

PUBLICATIONS, INC.

# Advertising Contract

Publisher: Echo Publications, Inc.  
300 E. Fourth Street, Royal Oak, MI 48067  
Phone: (248) 582-9690, Fax: (248) 582-9691



**Issue:** **Materials Due:**

Full Season Mid-Aug., 2009

Fall 2009 Mid-Aug., 2009

Winter 2010 Late Nov., 2009

Spring 2010 Early Mar., 2009

Size: \_\_\_\_\_

DETROIT OPERA HOUSE • HOME OF MICHIGAN OPERA THEATRE



**Issue:** **Materials Due:**

Full Season Late Aug., 2009

Fall 2009 Late Aug., 2009

Spring 2010 Mid Feb., 2009

Size: \_\_\_\_\_

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**Grand Total:** \$ \_\_\_\_\_

**Special instructions:** \_\_\_\_\_

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PUBLICATIONS, INC.

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