



# FROM THE TOP **ADVERTISING WITH US**

## **PRINT ADVERTISING OPPORTUNITIES**

From the Top offers advertising opportunities through its concert program guides, which reach a highly-coveted demographic of Boston-area arts patrons, parents, and business leaders.

## **WHAT IS FROM THE TOP?**

Based in Boston, From the Top is America's largest national platform dedicated to celebrating the stories, talents, and character of classically-trained young musicians. Through live events, NPR and YouTube broadcasts, scholarships, and leadership programs, we empower these extraordinary young people to engage and inspire music lovers of all ages.

Our radio show, NPR's *From the Top* – the most popular weekly one-hour classical music program on public radio – is recorded before live audiences around the country. Two of these recordings take place at NEC's Jordan Hall in Boston.

## **WHO WILL SEE YOUR AD?**

Live performances are attended by nearly 2,000 Boston-area residents each year. They are classical music and arts enthusiasts, serious musicians, and parents of burgeoning young talent, as well as business leaders and influencers from the area.

## **UPCOMING EVENTS**

- Live radio recording: Sunday, October 14, 2018 at 2:00 PM at NEC's Jordan Hall in Boston
- Live radio recording: Sunday, February 3, 2019 at 2:00 PM at NEC's Jordan Hall in Boston

## **AD RATES**

- Full page, full color inside cover
  - \$600 for one insertion and \$1,000 for two insertions (\$200 savings)
- Full page black & white
  - \$500 for one insertion and \$850 for two insertions (\$150 savings)
- 1/2 page black & white
  - \$300 for one insertion and \$500 for two insertions (\$100 savings)
- 1/4 page black & white
  - \$150 per insertion

## **DEADLINES**

- September 14, 2018, for inclusion in the October 14 program
- January 4, 2019, for inclusion in the February 3 program

## **CONTACT US**

To place an ad or for more information, please contact Austin Boyer at 617.437.0707 X128 or [aboyer@fromthetop.org](mailto:aboyer@fromthetop.org).



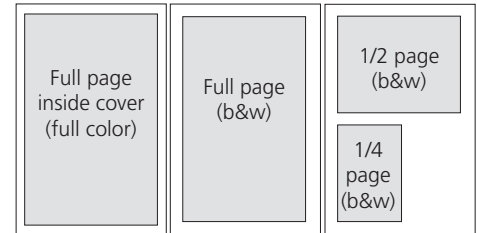
# FROM THE TOP PRINT AD SPECIFICATIONS

## FROM THE TOP'S PROGRAM GUIDE

From the Top's program guide is 5.5" width by 8.5" height and is printed digitally with a full color cover and black and white pages.

## AD DIMENSIONS

- Full page full color inside cover (vertical): 5" width by 8" height
- Full page b&w (vertical): 4.5" width by 7.5" height
- 1/2 page b&w (horizontal): 4.5" width by 3.625" height
- 1/4 Page b&w (vertical): 2.125" width by 3.625" height



## ACCEPTED FORMATS

### Preferred file format:

- High resolution or press-ready PDF

### Alternative file formats:

- Illustrator EPS or AI (with type converted to paths)
- Photoshop TIFF or EPS (JPGS only accepted at 300dpi at 100% print size)

## ARTWORK

With the exception of ads submitted for the back or inside cover, all ads for From the Top's program guide should be prepared and submitted in black & white.

**Black & white artwork** should be delivered as 300dpi in grayscale at 100% of final print size. Please note that ads submitted in color rather than in black & white may render poorly when converted.

**Full color artwork (for ads appearing in inside cover only)** should be delivered as 300dpi in CMYK at 100% of final print size. If you wish to manage your own color conversions, please convert all RGB images and spot colors to CMYK.

## PLATFORM

From the Top's in-house design department is Mac-based and cannot guarantee the ability to perform artwork modification on files generated on non-Macintosh systems. Macintosh fonts may be substituted for PC fonts in some cases where submitted fonts have not been embedded. To avoid compatibility issues, please submit your file as a PDF.

## FILE DELIVERY

- Email is preferred if under 8 MB
- FTP upload for files over 8 MB

## QUESTIONS ABOUT PREPARING YOUR FILE?

For questions about preparing your file or if you have any difficulty conforming to our ad specifications, please contact Joanne Robinson, Senior Graphic Designer, at 617.437.0707 X112 or [jrobinson@fromthetop.org](mailto:jrobinson@fromthetop.org). For information regarding the placement of your ad, please contact Austin Boyer at 617.437.0707 X128 or [aboyer@fromthetop.org](mailto:aboyer@fromthetop.org).