






2021/22 Bay Area Advertising Calendar

	San Francisco		Peninsula / South Bay	East Bay	
					
SEP 2021		SFS011 The Princess Bride / Apollo 13 Sep 22 – 25 Closing: Aug 13			CST011 – DIGITAL ONLY A Winter's Tale Sep 1 – 26 Closing: Jul 30
OCT 2021	SF0021 – DIGITAL ONLY Fidelio Oct 14 – 30 Closing: Sep 15	SFS021 Re-opening Night Gala / Kendall, Chinn & Beethoven / Schubert 5 & Dessner Violin Concerto / Bronfman Plays Beethoven Oct 1 – 30 Closing: Aug 20		TW011 Lizard Boy: A New Musical Oct 6 – 31 Closing: Aug 20	
NOV 2021	SF0031 – DIGITAL ONLY Così fan tutte Nov 21 – Dec 3 Closing: Oct 22	SFS031 Gimeno Conducts Mendelssohn & Mozart / MTT: Mozart, Tilson Thomas & Schumann / Sound & Fury: Beethoven 9 Nov 4 – 27 Closing: Oct 1			
DEC 2021		SFS041 Simone Young: Tchaikovsky 5 / Deck the Hall / Handel's Messiah / SF Symphony Youth Orchestra: Peter and the Wolf Dec 2 – 12 Closing: Oct 22		TW021 It's a Wonderful Life Dec 1 – 26 Closing: Oct 15	
JAN 2022		SFS052 Eschenbach Conducts Beethoven & Brahms / An Evening With Itzhak Perlman / MTT Yuja Wang & Mahler 1 Jan 7 – 30 Closing: Nov 29	SFA012 Freestyle Love Supreme Jan 21 – Feb 13 Closing: Nov 12	TW032 Hershey Felder as Monsieur Chopin Jan 19 – Feb 13 Closing: Dec 3	
FEB 2022		SFS062 Blomstedt: Beethoven 5 / Lunar New Year: Year of the Tiger / Morgan Conducts Price 3 / Creatures of Prometheus Feb 3 – 27 Closing: Dec 24			
MAR 2022		SFS072 Salonen: Stravinsky & Ogonek / Joshua Bell & Academy of St Martin in the Fields / Lang Lang: Goldberg Variations Mar 3 – 30 Closing: Jan 21	SFA022 Fefu and Her Friends Mar 24 – May 1 Closing: Jan 14	TW042 Sense & Sensibility Mar 2 – 27 Closing: Jan 14	
APR 2022		SFS082 Guerrero Conducts Corigliano & Piazzolla / Spotlight: Randall Goosby & Zhu Wang / Dudamel Conducts Mahler 5 Apr 3 – 30 Closing: Feb 25	SFA032 The Lehman Trilogy Apr 20 – May 22 Closing: Feb 11	TW052 August Wilson's Gem of the Ocean Apr 5 – May 1 Closing: Feb 18	
MAY 2022		SFS092 Piano Recital With Evgeny Kissin / Karina Canellakis & Alisa Weilerstein / Stutzmann Conducts Tchaikovsky 6 May 1 – 29 Closing: Mar 25		TW062 Ragtime Jun 1 – 26 Closing: Apr 15	
JUN 2022	SF0042 Don Giovanni Jun 4 – Jul 2 Closing: Apr 15	SFS102 Daniil Trifonov Plays Mason Bates / Stravinsky's Oedipus Rex / Pines of Rome / Stucky, Adams & Sibelius Jun 1 – Jul 2 Closing: Apr 22		TW072 Queen Jun 29 – Jul 24 Closing: May 20	CST012 To Be Announced TBA Closing: TBA
JUL 2022	SF0052 Dream of the Red Chamber Jun 14 – Jul 3 Closing: Apr 22			TW082 Nan and the Lower Body Jul 13 – Aug 7 Closing: May 27	CST022 To Be Announced TBA Closing: TBA
AUG 2022					
SEP 2022			SFA042 Soul Train Sep 16 – Oct 16 Closing: TBA		

encore arts programs

2021/22 Standard Rates

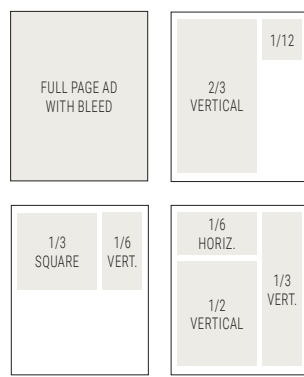
Print & Encore+ Rate Card #52									
	5,000	10,000	15,000	20,000	30,000	40,000	50,000	Special Issue	
Full Page + Enhanced Post	\$1,550	\$2,580	\$3,320	\$4,060	\$5,240	\$6,560	\$8,050	Subject to separate rates or issue limitations.	
Full Page + Billboard	\$1,450	\$2,480	\$3,220	\$3,960	\$5,140	\$6,460	\$7,750		
<i>Window Shade or Welcome Pop-up available for \$500 upgrade to any full-page ad (limited availability)</i>									
2/3 + Slider	\$1,233	\$2,108	\$2,737	\$3,366	\$4,369	\$5,491	\$6,588		
1/2 + Slider	\$1,088	\$1,860	\$2,415	\$2,970	\$3,855	\$4,845	\$5,813		
1/3	\$725	\$1,240	\$1,610	\$1,980	\$2,570	\$3,230	\$3,875		
1/4 (digest only)	\$580	\$992	\$1,288	\$1,584	\$2,056	\$2,584	\$3,100		
1/6	\$435	\$744	\$966	\$1,188	\$1,542	\$1,938	\$2,325		
1/12	\$290	\$496	\$644	\$792	\$1,028	\$1,292	\$1,550		

Actual circulation may vary. All rates listed are gross.

Standard Ad Sizes

Standard ads may be submitted in PDF or alternate formats in the following sizes:

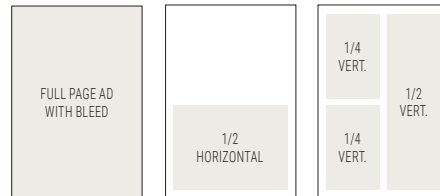
Measured in Inches, W x H	
Full page bleed	8.625 x 11.125
Full page trim	8.375 x 10.875
Full page live area	7.375 x 9.875
2/3 vertical	4.75 x 9.875
1/2 vertical	4.75 x 7.375
1/3 vertical	2.25 x 9.875
1/3 square	4.75 x 4.875
1/6 vertical	2.25 x 4.875
1/6 horizontal	4.75 x 2.375
1/12 square	2.25 x 2.375



Digest Ad Sizes

Digest ads may be submitted in PDF or alternate formats in the following sizes:

Measured in Inches, W x H	
Full page bleed	5.625 x 8.625
Full page trim	5.375 x 8.375
Full page live area	4.625 x 7.625
1/2 horizontal	4.625 x 3.6875
1/2 vertical	2.1875 x 7.5
1/4 vertical	2.1875 x 3.6875



2021/22 Rates for DIGITAL ONLY PROGRAMS

Encore+ Digital Rate Card #52						
	5,000	10,000	15,000	20,000	30,000	40,000
Window Shade	\$1,000	\$1,300	\$1,600	\$1,900	\$2,500	\$3,100
Welcome Pop-up	\$1,000	\$1,300	\$1,600	\$1,900	\$2,500	\$3,100
Enhanced Post	\$600	\$900	\$1,200	\$1,500	\$2,100	\$2,700
Billboard	\$500	\$800	\$1,100	\$1,400	\$2,000	\$2,600
Slider	\$350	\$650	\$950	\$1,250	\$1,850	\$2,150

Actual circulation may vary. All rates listed are gross.

Frequency Discounts

6X	10%
12X	15%
18X	20%
24X	25%
30X	30%

Guaranteed Position Premiums

Back Cover	25%
Inside Front Cover	15%
Inside Back Cover	10%
Specific Page or Location	10%

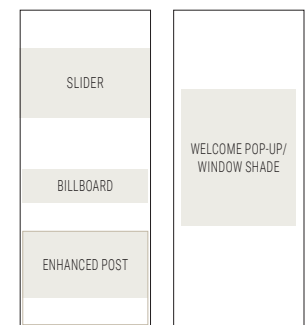
4-color, full-page insertions only.

Frequency discount is applied to total insertions in a 12-month period and is deducted from each qualifying insertion.

Encore+ Ad Sizes

Encore+ ads may be submitted in PNG, GIF (static only) or JPG in the following sizes*:

Measured in Pixels, W x H	
Enhanced Post	1160 x 652 + 300 words
Billboard	970 x 250
Slider	1048 x 590
Welcome Pop-Up	1048 x 1348
Window Shade	1048 x 1348



*Dimensions optimized for retina devices. Ads will display at 50% of w/h.

Sales

206.443.0445 x 112 • adsales@encoremidiagroup.com

encore
connecting arts, culture
and community

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