

# Little Rock Winds Concert Program Ad Rate Card

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## Advertise in the LR Winds Concert Program.

You have invested a lot in your business. We have invested a lot in our community. Together we can enhance the quality of life and provide enjoyment for hundreds of people. Your ad placement runs through our entire season of five concerts with program booklets. Our rates are reasonable with great recognition for supporting the arts! Advertising in the LRWS Concert Programs is sound investment – as our audience grow, so does your business exposure!

### Ad Sizes and Rates

Inside Front Cover, full color \$1000  
5" w x 8" h

Inside Back Cover, full color \$1000  
5" w x 8" h

Back Cover, full color \$1000  
5" w x 8" h

Full Page \$500  
5" w x 8" h

Half Page \$250  
5" w x 3.75" h

Quarter Page \$150  
2.5" w x 3.75" h

### Benefits

- Your ad receives targeted exposure to audience members who live, work, and shop in the Little Rock metro area.
- You reach older adults. A large portion of our audience are seniors, the fastest growing demographic – and the group with the most discretionary income!
- Your name is seen by hundreds of parents. Students are admitted free, making an ad a smart choice for family-oriented businesses.
- Readers are given programs with your ad at 5 concerts from October to May. They spend 10 to 30 minutes browsing the program and take them home!
- Cover Page advertisers receive recognition as a season supporter on our concert webpage.

Ads must be provided in high resolution JPEG, TIFF, or PDF file format with proper size and proportion for the ad selected. Files may be delivered via email or online shared file.