CANTON SYMPHONY ORCHESTRA

2026/2027
THE 89TH SEASON

2026-2027 Advertising Specifications

Please refer to the following guidelines when submitting advertising materials for the Canton Symphony Orchestra 2026-2027 season program.

General information

File Format

PDF files are strongly recommended.

- Files should be supplied in PDF/X-1a (press-ready) format.
- All fonts must be embedded properly, without subsetting.
- All color images must be CMYK.

Deadline

Press-ready ad files are due Monday, August 24, 2026.

Sending Materials

Email your ad file to **advertising@livepub.com**

Mechanical Requirements (in inches)

Size	Width		Height
Full page (trim size)	8.5	x	11
Full page (including bleed)	8.75	x	11.25
Full page ad (non-bleed)	7.5	x	10
2/3 page (vertical only)	5	x	10
1/2 page (horizontal)	7.5	x	5
1/2 page (vertical)	5	x	7.5
1/3 page (square)	5	x	5
1/3 page (vertical)	2.5	x	10
1/4 page (vertical only)	3.625	x	5
1/6 page (horizontal)	5	x	2.5
1/6 page (vertical)	2.5	x	5

Submitting press-ready files?

Full Page Bleed ads

- Include at least 1/8 inch bleed (.125) on each side.
- Crop marks should be included on all full page bleed ads and should be positioned **outside** the bleed area.
- Bleed marks, registration, color bars, and slug information are not necessary.
- All vital ad elements should be kept a safety margin of at least 1/4 inch (.25) in from the edge of the page (trim). Elements within 1/4 inch of the page edge might be trimmed off during the binding process.

Images & Scans

- Use high resolution images in your ad. 300 DPI is recommended.
- Avoid using raster images (JPEG, TIFF, PNG and GIF) in your ads unless they are 300 DPI at final size. Raster images are best suited for web graphics and online use, and may appear pixelated when used in print.
- Final reproduction quality is contingent on sharpness of artwork furnished. Images copied from websites or scanned from preprinted pieces are not recommended and will be of lower quality than scans of original photographs.

Color

- All color ads must be produced in CMYK. Ads containing RGB, Pantone (spot), or Lab colors will be converted to CMYK, and some color distortion may occur.
- High quality proof meeting SWOP standards must be supplied on any critical-color advertising. Publisher assumes no liability if proof is not provided.
- **Matching 4-color process proofs:** Because of differences in equipment, paper and inks, imposition color conflicts and other conditions between proofing and production pressroom operations, a reasonable variation in color between color proofs and the completed job may occur and will constitute acceptable delivery.

Fonts

- Embed all fonts in your PDF without subsetting.
- We support PostScript and OpenType fonts.
- AI (Illustrator) files should have fonts converted to paths.

Need studio work?

- Copy in Word and digital image files may be submitted for studio work.
- Proof your supplied copy before submitting.
- Do not copy logos or images off the web. Web images may look fine on your screen, but they are lo-res and not intended for hi-res print output.
- Do not place your images in a Word document.
- Send larger images than you need whenever possible, especially if sending JPEG, TIFF, PNG and GIF images. These are best suited for web graphics and online use – they can be scaled down without loss in quality, but cannot be scaled up.
- Logos should be vector files (AI, PDF or EPS).

Client Approvals

Ads designed or altered by LIVE Publishing Company will be submitted for client approval. Clients will be asked to confirm that no communication or technical errors have occurred in the processing of their ad.

Questions?

Contact Gail Smith, Production Manager at 216-721-1800, ext. 125,
or email gsmith@livepub.com | Send ad files to: **advertising@livepub.com**