



Advertising Rate Card



WOLF TRAP

Foundation for the Performing Arts

Wolf Trap 2009 & 2010 *Center Lines* Advertising Rates

Center Lines

The Program Magazine for the Filene Center
at Wolf Trap National Park for the Performing Arts

Seating capacity: 7,000; In-house: 3,800; Lawn: 3,200

Circulation: 500,000

Approximately 100 performances • May through September
Programs are distributed free of charge 90 minutes prior to all performances

Full Season Rates

(Four-month run date—May through September)

Black & White		4-Color Process	
Full Page	\$14,880	Back Cover	\$26,740
Half Page	\$ 8,680	Inside Covers	\$22,490
Quarter Page	\$ 4,680	Full Page	\$18,520
		Half Page	\$11,900
		Quarter Page	\$ 5,150

Deadlines

Space Reservations: **February 12**

Ad Submission: **March 12**

Black & White ads are also available throughout the summer.
Please call for deadlines and rate information.

*In the event an advertiser's agency fails to pay the invoice in full after 60 days,
the advertiser shall be liable for the full amount due.*

Mechanical Requirements

	Width		Height	
Full Page (Bleed)*	5.625	(5 5/8)	8.5	(8 1/2)
Full Page (Non Bleed)	4.625	(4 5/8)	7.3125	(7 5/16)
Spreads	11.25	(11 1/4)	8.5	(8 1/2)
1/2 Page (Vertical)	2.1875	(2 3/16)	7.3125	(7 5/16)
1/2 Page (Horizontal)	4.625	(4 5/8)	3.5	(3 1/2)
1/4 Page (Vertical)	2.1875	(2 3/16)	3.5	(3 1/2)

* Program Trim Size is 5.375" by 8.25."

*On bleed pages, keep all text and graphics 3/8" from trim on all sides.
No additional charge for bleed. 150 linescreen.*

*Advertisements referencing Wolf Trap Foundation must be listed as
"Wolf Trap Foundation."*

Digital Specifications

All ad materials must be in the form of a press quality Adobe Acrobat PDF file, accompanied by a printed proof or supplied on CD with support files including photos (300 dpi minimum) and fonts (Mac-compatible preferred). Ads must be submitted on CD or sent via email to heatherf@wolftrap.org.

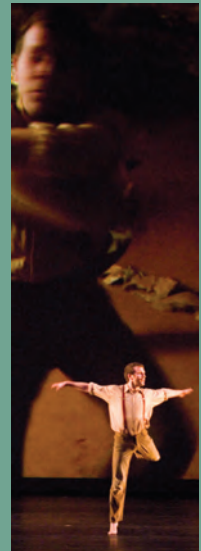
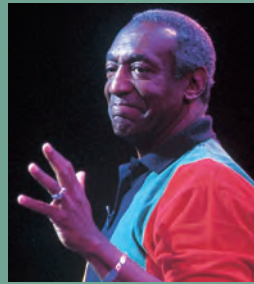
Contact: Heather Flynn, Advertising Sales Manager
Direct Line (703) 255-1914 • Fax (703) 255-4077
1645 Trap Road, Vienna, Virginia 22182
heatherf@wolftrap.org • www.wolftrap.org

Cover photos: Scott Suchman, Eleena Fikhman, Andrew Propp, Mig Dooley, Andi Kling, John Super
Wolf Trap Foundation is a 501(c)(3) nonprofit organization.



“The Washington area’s best known and most prestigious outdoor venue.”

—*The Washington Post*



Let our performance increase yours!

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Go Green with Wolf Trap! Printed on 30% recycled paper.