

SYMPHONY



NOVA SCOTIA

RATE CARD 2025/26 SEASON

Symphony Audience:

Over 40,000 people attend Symphony Nova Scotia performances each season.

Over 90% are over the age of 35.

52% have household incomes of \$75,000+; of those, 60% are over \$100,000.

87% have college or university degrees.

66% are female.

56% expect they will dine out prior to a performance.

Symphony Nova Scotia audience members dine out an average of 3.7 times/month.

THE PROGRAM

Over 40,000 patrons will peruse the Symphony Nova Scotia house programs during the 2025/26 season. These beautiful high-quality, glossy keepsakes are the guides for almost 50 concerts performed in Greater Halifax and demand cover-to-cover reading. The house programs provide information to the audience on the performances, the conductors, the Symphony, its supporters, and the music scene in Nova Scotia.

THE AUDIENCE

Your ad will be seen by people with a disposable income; they are university educated, high-income earners with representation from most professions. You will be well positioned with other prestigious organizations that deliver their message directly to your target market.

You will also be seen as a supporter of Nova Scotia's arts and culture community—a strong and positive second message delivered through your ad.

Advertising campaigns within the house program offer a highly effective and cost-efficient method to deliver your message to a captive and desired target market.

Metro Guide Publishing is proud to produce the house programs in support of Symphony Nova Scotia.

Deadlines	Program 1	Program 2	Program 3	Program 4	Program 5	Program 6	Program 7
Ads close	Aug 21	Sep 17	Oct 23	Nov 27	Jan 5	Jan 20	Feb 27
Material due	Aug 28	Sep 24	Oct 30	Dec 4	Jan 12	Jan 27	Mar 6



As one of Atlantic Canada's leading publishing houses, Metro Guide Publishing produces 20 products, reaching readers in many sectors—tourism, business, homes, lifestyle, arts and culture, and entertainment.

Metro Guide Publishing is pleased to offer ad design and production services if required at a nominal rate of \$110/hr.

metroguide.ca

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<p>PROGRAM 1 (October 2025)</p> <p>Jah'Mila Oct. 3 & 4 Beethoven Seventh Oct. 16 Bach & Friends Oct. 26</p>	<p>PROGRAM 2 (November 2025)</p> <p>Natalie MacMaster Nov. 1 & 2 Sara Davis Buechner Nov. 6 Rock & Soul Nov. 14 & 15 Gunning & Cormier Nov. 28 & 29</p>	<p>PROGRAM 3 (December 2025)</p> <p>Nutcracker Dec. 5-14 Handel's Messiah Dec. 19 & 20</p>	<p>PROGRAM 4 (January 2026)</p> <p>Vivaldi Jan. 18 Journey Jan. 23-25 Mozart Jan. 29</p>
<p>PROGRAM 5 (February 2026)</p> <p>Beethoven Violin Feb. 12 Star Wars v. Star Trek Feb. 27 & 28</p>	<p>PROGRAM 6 (March 2026)</p> <p>Mendelssohn Mar. 5 The Beatles Mar. 13-15 Mahler's Titan Mar. 26</p>	<p>PROGRAM 7 (April/May 2026)</p> <p>Disney Pride Apr. 10-12 Purcell Apr. 19 Heather Rankin Apr. 25 & 26 Dvořák's Cello Apr. 30 Neon Dreams May 8 & 9</p>	

ADVERTISING RATES	Outside Back Cover	Inside Front/ Back Cover	Full Page	1/2 Page	1/4 Page
Single Series Program	\$1,800	\$1,600	\$1,400	\$900	\$500

20% Discount for additional shows purchased

Full page (bleed)
Add 1/4" on all sides
to trim size

Trim size
5.375" X 8.375"

1/4 page
2.3125"
x 3.75"

1/2 pg horizontal
4.75" x 3.75"

MECHANICAL REQUIREMENTS

- Supplied ads should be designed at the appropriate size (see left).
- Preferred file format for supplied ads is press quality pdf (PDF/X-1a).
- Supplied ads may also be sent as native files. Preferred programs include Indesign, Illustrator and Photoshop. Include all fonts and image files. We cannot accept MS Word files.
- All colours must be CMYK — no RGB or spot colours.
- Images must be 300 DPI at 100% printed size.
- Files under 25MB can be sent by email. Larger files should be submitted via our FTP site. Contact us for more info.

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