



The Peoria Symphony Orchestra invites you to advertise in our concert program for the upcoming 2014-2015 concert season. This will be our **117th** year as Peoria's premiere source of live classical music.

Advertising in the Peoria Symphony Orchestra concert program offers unparalleled marketing value. Seize this opportunity to reach a special segment of our community while you also help to support the PSO and all its programs throughout the community.

Your ad will:

- Reach over 10,000 concert patrons during the 2014-2015 season
- Appear in 8 different concert programs distributed at the 8 PSO subscription concerts
- Have visibility for 9 Months – running from September of 2014 through May 2015
- Reach a wide demographic of potential customers with whom you may wish to align your business. According to the League of American Orchestra's 2008 study the average symphony attendee is 50 years +, college educated, a homeowner with a household income of at least \$50,000 and are active in their community and leaders in their professions.
- Help support all the programs of the PSO including our community outreach and education programs

Our upcoming season is very exciting with significant broad audience appeal. It includes a world artist, a family oriented matinee, the beauty of Romeo and Juliet, romantic music on Valentine's Day, and the majesty of Mahler. A flyer is enclosed.

Please call or email if you have any questions. We look forward to working with you.

Sincerely,

Viki Burnett
Marketing Manager

309.495.0563

P.S. We also have opportunities for you to **sponsor** concerts, receptions, or events. Please contact us if you are interested in this opportunity.



2014-2015 Concert Program Advertising Contract

Please complete this form and email to: vburnett@peoriasymphony.org

Or mail to: PSO Program Ads • 101 State St. • Peoria, IL 61602

Submit your artwork and logo in a **JPEG** or **PDF** format

Company Name _____

Street Address _____ City, State _____ Zip _____

Contact Person _____ Title _____

Email Address _____ Phone (office) _____ (cell) _____

Advertising Option

Back Cover \$1,450

Inside Covers, Full Color \$1,250

Limited availability for covers- please indicate if you are interested and we will advise of availability

Full Page \$1000

Half Page Horizontal or Vertical \$710

Quarter Page Horizontal or Vertical \$515

Total _____

SIZE CHART

Full Page: 5" w x 8" h

Half Page: Horizontal: 5" h x 4 "w Vertical: 2.5 " w x 8" h

Quarter Page: Horizontal: 5" h x 2" w Vertical: 4" h x 2.5 "w

Please check if interested

I would like to sponsor a concert

I would like to host a pre-concert event

I am interested in ways to reward my employees with group sales discounts

Questions: Contact Viki Burnett 309.495.0563 or vburnett@peoriasymphony.org