



The Peoria Symphony Orchestra invites you to advertise in the program for the upcoming 2016-2017 concert season. This will be our 119th year as Peoria's premiere source of live classical music.

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

Your ad will:

- Reach over 10,000 concert patrons during the 2016-2017 season
- Appear in 8 different concert programs distributed at the PSO subscription concerts
- Have visibility for 8 Months – running from September 2016 to June 2017
- 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, active in their community, and leaders in their professions.
- Help to support all the programs of the PSO including our community outreach and education programs

Our 2016-2017 season is very exciting with significant broad audience appeal. It includes three – time Grammy Award winner Ramsey Lewis, performing in **Ramsey Lewis Quartet and the PSO; Prodigies** featuring 10 - year old pianist Harmony Zhu; a continuation of our Great City Series with **Russian Masters**; a family friendly celebration of the life of George Gershwin with **Gershwin Matinee**; the PSO's annual Valentine's weekend concert **ROMANCE**; an evening of enchanting music with a Spanish flair in **Nights in the Gardens of Spain**; the music of master composers Brahms and Beethoven in **Heroic Spirit**; and the joyful music of Bach, Handel, and Vivaldi with **Jubilation!** which begins the PSO's 120th anniversary celebration.

An advertising contract with full details is enclosed.

Sincerely,

Viki Burnett, Marketing Manager
309.495.0563 vburnett@peoriasymphony.org



2016-2017 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 _____

Address _____

City, State _____ Zip _____

Contact Person _____

Email _____

Phone _____

Advertising Options

- | | |
|---------------------------------------|--------|
| <input type="checkbox"/> Full Page | \$1000 |
| <input type="checkbox"/> Half Page | \$710 |
| <input type="checkbox"/> Quarter Page | \$515 |

Total \$: _____

SIZE CHART

Full Page: 5 x 8

Half Page: Horizontal: 5 x 4

Quarter Page: Horizontal: 5 x 2

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