



PEORIA  
SYMPHONY  
ORCHESTRA  
George Stelluto • Music Director

The Peoria Symphony Orchestra (PSO) is celebrating **120** years as Peoria's premier source of live classical music and we invite you to advertise in the concert program for the exciting 2017-2018 season.

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

Your ad will:

- Reach over 10,000 concert patrons during the 2017-2018 season
- Appear in 8 different concert programs distributed at the PSO subscription concerts
- Have high visibility for 8 Months – running from September 2017 to April 2018
- Reach a wide demographic of potential customers with whom you may wish to align your business. According to the League of American Orchestra's 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 support the programs of the PSO including our community outreach and education programs

Our 2017-2018 season is exceptional with significant broad audience appeal. It includes the Grammy Award winning movie *La La Land* played on screen while your PSO performs the score LIVE in ***La La Land in Concert***; a snowfall of music in ***Winter Dreams***; the eclectic quartet ***Time for Three*** performing with the PSO; the annual Valentine's weekend concert ***Romance***; and an evening of traditional favorites in ***American Classics***. A season flyer and advertising contract is enclosed.

Deadline to submit is Thursday, August 31, 2017. Payment is due upon receipt of signed contract.

**New Subscribers receive 50% off tickets!**

The PSO encourages you to purchase Season Tickets to enjoy for yourself or to offer to your clients. PSO tickets are a great way to incentivize your employees, reward your team, and thank clients.

Sincerely,

Viki Burnett, Marketing Manager  
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