

# ADVERTISING



## ADVERTISE WITH THE PEORIA SYMPHONY ORCHESTRA

By aligning yourself with the PSO, you reach an audience that is affluent, well-educated, and committed to our community.

As a 501(c)(3) nonprofit organization, revenue from program sales offsets the cost of the actual printing of the publication, allowing additional funds raised through the season to go directly to artistic and educational programs.



## TARGET OVER 10,000 CUSTOMERS

- ✓ Higher Education
- ✓ Above Average Income
- ✓ Local Business Loyalty



## THE NATION'S 14TH OLDEST SYMPHONY

Founded in 1897, the PSO is now in its 121st Season. Our mission is to entertain, educate, and inspire through music. The PSO presents excellent live music performances, innovative music education programs, and engaging community outreach efforts, which significantly impact the cultural life of Central Illinois.

# 2018-2019 ADVERTISING CONTRACT

Print advertisement prices include placement in PSO's program book to be used at 7 concerts during the 2018-2019 season. Increase your reach by upgrading with one of the premier add-on advertising options with a digital PSO monthly e-newsletter ad.

## Print Advertising - 7 Concert Programs

Contact the PSO for single concert program advertising rates (excludes Ticket Back, Back Cover, and Inside Cover advertising).  
 Seen by over 10,000 patrons!

<input type="checkbox"/> Ticket Back <b>SOLD</b>	\$1,450
<input type="checkbox"/> Back Cover, Full Color <b>SOLD</b>	\$1,450
<input type="checkbox"/> Inside Covers, Full Color <b>SOLD</b>	\$1,250
<input type="checkbox"/> Full Page, Black & White	\$1,000
<input type="checkbox"/> Half Page, Black & White	\$710
<input type="checkbox"/> Quarter Page, Black & White	\$515

## Switch It Up!

Change your ad in each program.

**All Programs Save Over 30%!** **À la carte**  
 Multiply number of ad changes desired x \$15

N/A	N/A
Included	Included
Included	Included
<input type="checkbox"/> \$60	<input type="checkbox"/> ___ x \$15 = \$___
<input type="checkbox"/> \$60	<input type="checkbox"/> ___ x \$15 = \$___
<input type="checkbox"/> \$60	<input type="checkbox"/> ___ x \$15 = \$___

## ✓ Digital Advertising Add-On

Increase your reach with digital ads in our e-newsletter, which goes out to over 7,000 patrons monthly. Ads run September 2018-August 2019. Limited availability.

<input type="checkbox"/> Banner: 12 Months	\$720 = 20% Discount
<input type="checkbox"/> Banner: 6 Months	\$405 = 10% Discount
<input type="checkbox"/> Banner: 1 Month	\$75 x ___
<input type="checkbox"/> Rectangle: 12 Months	\$960 = 20% Discount
<input type="checkbox"/> Rectangle: 6 Months	\$540 = 10% Discount
<input type="checkbox"/> Rectangle: 1 Month	\$100 x ___

NOTES:

TOTAL: \$

Company Name: \_\_\_\_\_

Street Address, City, State & Zip: \_\_\_\_\_

Contact Person & Title: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone: (office) \_\_\_\_\_ (cell) \_\_\_\_\_

*Need help designing your ad?*

Contact us today for our special ad design rates!

## Important Dates

### Print Advertising Fees & Switch Dates

- September 1, 2018: Ad Fees Due
- September 10, 2018: Ad Artwork Due
- October 15, 2018: October Switch Ad Due
- November 29, 2018: November Switch Ad Due
- January 7, 2019: January Switch Ad Due
- January 28, 2019: February Switch Ad Due
- February 25, 2019: March Switch Ad Due
- April 15, 2019: April Switch Ad Due

### Digital Advertising

All ad artwork and fees are due two weeks prior to the first day of every month.

**Late submissions:** We cannot guarantee that your ad will be placed and will not offer a refund.

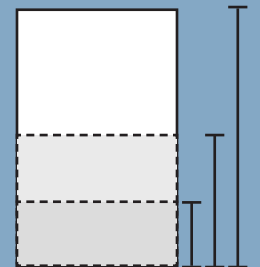
### Submit all materials to:

Mae Gilliland Wright, PhD  
 Marketing Manager  
 101 State St., Peoria, IL 61602  
 309.671.1096  
 mgwright@peoriasymphony.org

## AD SIZES

### PSO PROGRAM:

- Full Page: 5 in. x 8 in.
- Half Page: 5 in. x 4 in.
- Quarter Page: 5 in. x 2 in.



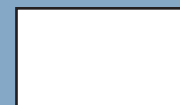
Artwork specs: CMYK at 300 dpi resolution.  
 Accepted formats: .jpg, .pdf, or .psd.

### DIGITAL ADVERTISING:

Banner:  
 468 x 60px



Rectangle:  
 250 x 150px



Artwork specs: RGB at 72 dpi resolution.  
 Accepted formats: .jpg or .gif.