

# 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 5,000 CUSTOMERS

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



## THE NATION'S 14TH OLDEST SYMPHONY

Founded in 1897, the PSO is now in its 123rd 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.

# 2020/21 ADVERTISING CONTRACT

Print advertisement prices include placement in PSO's full color, 2020/21 NEW Season Book. Increase your reach by upgrading with one of the premier add-on advertising options with a digital PSO monthly e-newsletter ad.  
 Questions? Contact us today at 309.671.1096!

## Print Advertising - Season Book

A full-color, perfect bound magazine distributed to PSO patrons and households in key Peoria demographics. 5,000 copies will be printed along with a digital version to be used for the entire season.

Make your selection:	
<input type="checkbox"/> Back Cover	\$1,450
<input type="checkbox"/> Inside Covers	\$1,250
<input type="checkbox"/> Full Page	\$1,000
<input type="checkbox"/> Half Page	\$710
<input type="checkbox"/> Quarter Page	\$515

## ✓ Digital Advertising Add-On

Increase your reach with digital ads in our e-newsletter, which goes out to over 6,000 patrons monthly. Ads run September 2020- August 2021. 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) \_\_\_\_\_

**Larger ad,  
 full color...  
 and the  
 same  
 price as  
 last season!  
 We've added  
 new ad  
 sizes, too.**

*Need help  
 designing  
 your ad?  
 Contact us today!*

## Important Dates

### Print Advertising Fees & Switch Dates

August 1, 2020: Ad Fees Due  
 August 28, 2020: Ad Artwork 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  
 Director of Marketing and Communication  
 101 State St., Peoria, IL 61602  
 309.671.1096  
 mgwright@peoriasymphony.org

## AD SIZES

SEASON BOOK (w x h):

Back Cover (with bleed): 8.875" x 8.875" - **A**

Full Page (with bleed): 8.875" x 11.25" - **B**

1/2 Page Horizontal: 7.375" x 4.75" - **C**

1/2 Page Vertical: 3.567" x 9.625" - **D**

1/4 Page Horizontal: 7.375" x 2.25" - **E**

1/4 Page Vertical: 3.567" x 4.75" - **F**

Artwork specs: CMYK at

300 dpi resolution. Accepted formats: TIFF, PDF or JPG

Please indicate trim and bleed marks; no spot colors.

### DIGITAL ADVERTISING:

Banner:

468 x 60px

Rectangle:

250 x 150px

Artwork specs: RGB at 72 dpi resolution.

Accepted formats: .jpg or .gif.

