

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 124th 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.

ADVERTISING CONTRACT 2021/22 SEASON

Print advertisement prices include placement in PSO's full color 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.

✓ 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 2021 - August 2022. Limited availability.

Make your selection:		<input type="checkbox"/> Banner: 12 Months	\$ 720
<input type="checkbox"/> Back Cover	\$1,450	<input type="checkbox"/> Banner: 6 Months	\$ 405
<input type="checkbox"/> Inside Covers	\$1,250	<input type="checkbox"/> Banner: 1 Month	\$ 75 x__
<input type="checkbox"/> Full Page	\$1,000	<input type="checkbox"/> Rectangle: 12 Months	\$ 960
<input type="checkbox"/> Half page	\$710	<input type="checkbox"/> Rectangle: 6 Months	\$ 540
<input type="checkbox"/> Quarter page	\$515	<input type="checkbox"/> Rectangle: 1 Month	\$ 100 x__
<input type="checkbox"/> NEW Print - at - home ticket	\$ 1200	NOTES:	
Advertise on our print-at-home ticket option! <i>(Limited availability; 2 spaces available for season).</i>		TOTAL: \$	

IMPORTANT DATES
 Print Advertising Fees & Ad copy due by August 15, 2021.

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:
 Marketing Assistant
 101 State St., Peoria, IL 61602
 309.671.1096
 cjoyce@peoriasymphony.org

AD SIZES

SEASON BOOK (w x h):

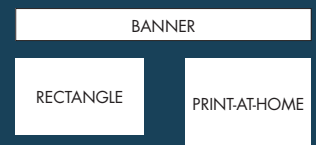
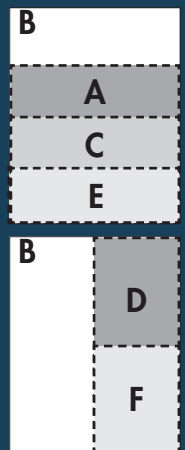
- Back Cover (with bleed): 8.875" x 8.875" - **A**
- Full Page (with bleed): 8.875" x 11.25" - **B**
- 1/2 Page Horizontal: 7.375" x 4.75" - **C**
- 1/2 Page Vertical: 3.567" x 9.625" - **D**
- 1/4 Page Horizontal: 7.375" x 2.25" - **E**
- 1/4 Page Vertical: 3.567" x 4.75" - **F**

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
- Print - at - home: 367 x 264px
 (3.823 x 2.75 in)

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



Company Name: _____

Street Address, City, State & Zip: _____

Contact Person & Title: _____

E-mail Address: _____

Phone: (office) _____ **(cell)** _____

Need help designing your ad?
 We can do this for you for a small fee. Contact us today!