125th Season Concert Guides: Advertising and Digital Advertising Rates
This year, the Peoria Symphony Orchestra will publish two Season Books that will allow local businesses more opportunities to advertise. By aligning yourself with the PSO, you reach an audience that is affluent, well-educated, and committed to our community!

The Peoria Symphony Orchestra's Season Books leverage the stories behind the composers, repertoire, and musicians that make up the eight concerts taking place during the PSO's 125th season.

**Book 1**

*Beethoven's Ninth*
September 24, 2022

*Mahler's Fifth*
October 23, 2022

*Joy at the Cathedral*
November 19, 2022  Two performance times!

*Too Hot to Handel® - The Gospel Messiah*
December 10, 2022  Two performance times!

**Book 2**

*All That Jazz*
January 29, 2023

*Romance*
February 18, 2023

*Sounds of Spring*
March 25, 2023

*Happy 100th Birthday, Judy!*
April 29, 2023

**Align with Our Mission:**
For 125 years, the Peoria Symphony Orchestra has been entertaining, educating, and inspiring central Illinois 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.
Print Advertising Rates and Specifications

A full-color, perfect-bound magazine distributed to PSO patrons and households in key Peoria demographics. 2,500 copies of each book will be printed along with digital versions to be used during a four-month cycle.

AD RATES

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Book 1 (Sept - Dec)</th>
<th>Book 2 (Jan - April)</th>
<th>Special BOGO Rate!</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOLD Back Cover</td>
<td>$850</td>
<td>$850</td>
<td>$1,500</td>
</tr>
<tr>
<td>SOLD Inside Covers</td>
<td>$750</td>
<td>$750</td>
<td>$1,300</td>
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<tr>
<td>Full Page</td>
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<td>Half Page</td>
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<td>$710</td>
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<tr>
<td>Quarter Page</td>
<td>$382</td>
<td>$382</td>
<td>$515</td>
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</table>

AD SIZES

SEASON BOOK (w x h):
- Back Cover (with bleed): 8.875" x 11.25" - 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 Rates and Specifications

Increase your reach with digital ads in our e-newsletter, which goes out to over 7,000 patrons monthly. Ads run September 2022 - August 2023. Limited availability.

**AD RATES**

<table>
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<tr>
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<tr>
<td>Banner: 12 Months</td>
<td>$720</td>
</tr>
<tr>
<td>Banner: 6 Months</td>
<td>$405</td>
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<tr>
<td>Banner: 1 Month</td>
<td>$75</td>
</tr>
<tr>
<td>Rectangle: 12 Months</td>
<td>$960</td>
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<tr>
<td>Rectangle: 6 Months</td>
<td>$540</td>
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<tr>
<td>Rectangle: 1 Month</td>
<td>$100</td>
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<tr>
<td>Print-at-Home Ticket</td>
<td>$1200</td>
</tr>
</tbody>
</table>

**DIGITAL SIZES**

Banner: 468 x 60 px  
Rectangle: 250 x 150 px  
Print-at-Home: 367 x 264 px

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

Need help designing your ad?  
We can do this for you for a small fee.  
Contact us today!
Thank you for advertising with us! Print advertisement prices include placement in PSO’s full-color Season Book(s). 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.

### Make Your Print Ad Selections:

<table>
<thead>
<tr>
<th>Selection</th>
<th>Book 1 Sept - Dec</th>
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- □ Banner: 12 Months $720
- □ Banner: 6 Months $405
- □ Banner: 1 Month $75x ____
- □ Rectangle: 12 Months $960
- □ Rectangle: 6 Months $540
- □ Rectangle: 1 Month $100x ____
- □ Print-at-Home Ticket $1200

**TOTAL:** $ __________

### IMPORTANT INFORMATION

**Print Advertising Feed & Switch Dates**
- Book 1: August 15, 2022: Ad Fees Due
- Book 1: August 19, 2022: Ad Artwork Due
- Book 2: December 12, 2022: Ad Fees Due
- Book 2: December 16, 2022: Ad Artwork Due

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

**Submit all materials to:**
- MacKenzie Taylor
  Director of Marketing and Communications
  101 State St., Peoria, IL 61602
  309.671.1096
  mtaylor@peoriasymphony.org

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

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Company Name: ________________________________

Street Address, City, State & Zip: ________________________________

Contact Person & Title: ________________________________

E-mail Address: ________________________________

Phone: (office) ________________________________ (cell) ________________

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