



125th Season Concert Guides: Advertising and Digital Advertising Rates



PEORIA
SYMPHONY
ORCHESTRA
George Stelluto • Music Director



125 SEASONS OF *Excellence*

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

Sizes	Book(s)		
	Book 1 Sept - Dec	Book 2 Jan - April	Special BOGO Rate!
SOLD Back Cover	\$850	\$850	\$1,500
SOLD Inside Covers	\$750	\$750	\$1,300
Full Page	\$625	\$625	\$1,000
Half Page	\$480	\$480	\$710
Quarter Page	\$382	\$382	\$515

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**

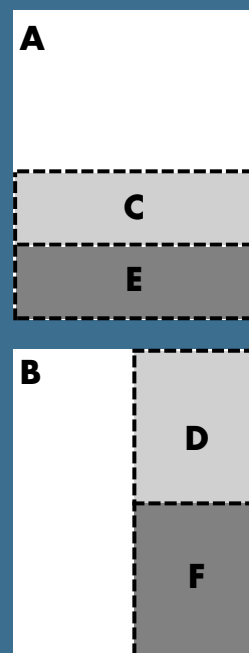
1/2 Page Horizontal: 7.375" x 4.75" - **C**

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

Sizes	
Banner: 12 Months	\$720
Banner: 6 Months	\$405
Banner: 1 Month	\$75
Rectangle: 12 Months	\$960
Rectangle: 6 Months	\$540
Rectangle: 1 Month	\$100
Print-at-Home Ticket	\$1200

**Need help
designing your ad?**

*We can do this for
you for a small fee.
Contact us today!*

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.

BANNER

RECTANGLE

PRINT-AT-HOME

Advertising Contract

125th Season

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:

	Book 1 Sept - Dec	Book 2 Jan - April	Special BOGO Rate!
SOLD <input type="checkbox"/> Back Cover	<input type="checkbox"/> \$850	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1,500
SOLD <input type="checkbox"/> Inside Covers	<input type="checkbox"/> \$750	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,300
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$625	<input type="checkbox"/> \$625	<input type="checkbox"/> \$1,000
<input type="checkbox"/> Half Page - Horizontal	<input type="checkbox"/> \$480	<input type="checkbox"/> \$480	<input type="checkbox"/> \$710
<input type="checkbox"/> Half Page - Vertical	<input type="checkbox"/> \$480	<input type="checkbox"/> \$480	<input type="checkbox"/> \$710
<input type="checkbox"/> Quarter Page - Horizontal	<input type="checkbox"/> \$382	<input type="checkbox"/> \$382	<input type="checkbox"/> \$515
<input type="checkbox"/> Quarter Page - Vertical	<input type="checkbox"/> \$382	<input type="checkbox"/> \$382	<input type="checkbox"/> \$515

Make Your Digital Ad Selections:

<input type="checkbox"/> Banner: 12 Months	\$720
<input type="checkbox"/> Banner: 6 Months	\$405
<input type="checkbox"/> Banner: 1 Month	\$75x _____
<input type="checkbox"/> Rectangle: 12 Months	\$960
<input type="checkbox"/> Rectangle: 6 Months	\$540
<input type="checkbox"/> Rectangle: 1 Month	\$100x _____
<input type="checkbox"/> Print-at-Home Ticket	\$1200

NOTES:

TOTAL: \$ _____

Company Name: _____

Street Address, City, State & Zip: _____

Contact Person & Title: _____

E-mail Address: _____

Phone: (office) _____ (cell) _____

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.