

2023-24 Concert Guides, Gala Program Book, & Digital Advertising Rates



PEORIA
SYMPHONY
ORCHESTRA

George Stelluto • Music Director



126TH Season Concert Guides, Gala Program Book, & Digital Ads

After last year's success, the Peoria Symphony Orchestra will publish two Concert Guides that will allow local businesses more opportunities to advertise. Along with advertising in the PSO's Concert Guides, you can enhance your exposure to the central Illinois community by advertising in our 126TH Season Gala Program and/or with our digital ads. 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 Concert Guides highlight the stories behind the composers, repertoire, and musicians that make up the eight concerts taking place during the PSO's 2023-2024 Season.

Concert Guide Book 1

Viennese Gala

October 14, 2023

Joy at Grace

November 4, 2023

Home for the Holidays

December 17, 2023

Hollywood Old & New

January 28, 2024

Concert Guide Book 2

Romance

February 17, 2024

New Horizons

March 16, 2024

Voyage

April 20, 2024

Spring Virtuosi

May 18, 2024

Gala Program

Friday, October 13, 2023

Peoria Marriott Pere Marquette

Digital Ads

Ads run from Sept 2023 - May 2024

Goes out to over 7,000 patrons per month

Align with Our Mission:

For 126 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.

Concert Guides Ad Rates & 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.

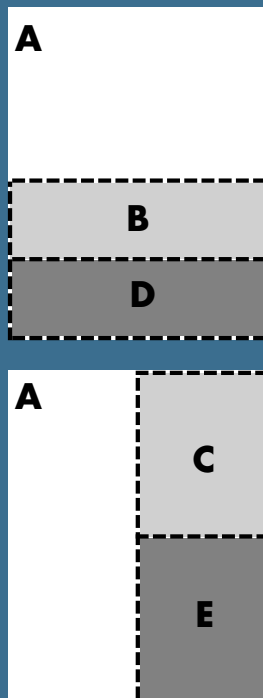
AD RATES

Sizes	Book		
	Book 1 Oct-Jan	Book 2 Feb-May	Special BOGO Rate!
Full Page	\$655	\$655	\$1,050
Half Page	\$505	\$505	\$745
Quarter Page	\$405	\$405	\$545

CONCERT PROGRAM AD SIZES

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

Artwork specs: CMYK at 300 dpi resolution.
 Accepted formats: TIFF, PDF, or JPG. Please
 indicate trim and bleed marks; no spot colors.



Gala Program Ad Rates & Specifications

Full-color, perfect-bound programs will be distributed to PSO patrons attending the 126TH Season Gala on Friday, October 13, 2023. [400 copies](#) of the program will be printed along with digital versions to be used during the PSO's biggest fundraising event of the season.

AD RATES

Sizes	
Full Page	\$350
Half Page	\$200
Quarter Page	\$150

Interested in becoming a corporate sponsor of the 126TH Season Gala?

Sponsorship opportunities starting at \$2,000!

Contact Kelly Schneider, Director of Development, at 309.495.0564 or kschneider@peoriasymphony.org

GALA AD SIZES

Back Cover (with bleed): 5.75" x 8.75" - **A**

Full Page (with bleed): 5.75" x 8.75" - **B**

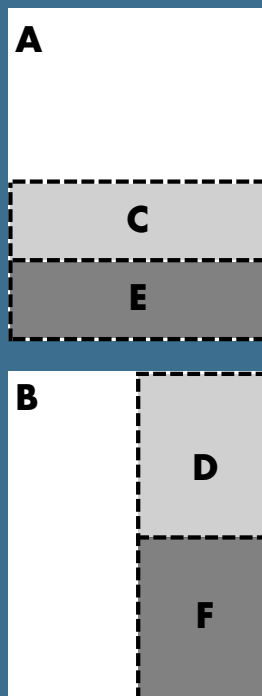
1/2 Page Horizontal: 5" x 3.875" - **C**

1/2 Page Vertical: 2.375" x 8" - **D**

1/4 Page Horizontal: 5" x 1.937" - **E**

1/4 Page Vertical: 2.375" x 3.875" - **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 2023 - May 2024. Limited availability.

AD RATES

Sizes	
Banner: 12 Months	\$760
Banner: 6 Months	\$425
Banner: 1 Month	\$80
Rectangle: 12 Months	\$1,010
Rectangle: 6 Months	\$570
Rectangle: 1 Month	\$105
Print-at-Home Ticket	\$1,260

**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 126TH Season

Thank you for advertising with us! Print advertisement prices include placement in PSO's full-color Concert Program(s), the 126TH Season Gala Program, and/or digital advertising. Questions? Contact us today at 309.671.1096.

Make Your Concert Program Ad Selections:

	Book 1 Oct - Jan	Book 2 Feb - May	Special BOGO Rate!
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$655	<input type="checkbox"/> \$655	<input type="checkbox"/> \$1,050
<input type="checkbox"/> Half Page - Horizontal	<input type="checkbox"/> \$505	<input type="checkbox"/> \$505	<input type="checkbox"/> \$745
<input type="checkbox"/> Half Page - Vertical	<input type="checkbox"/> \$505	<input type="checkbox"/> \$505	<input type="checkbox"/> \$745
<input type="checkbox"/> Quarter Page - Horizontal	<input type="checkbox"/> \$405	<input type="checkbox"/> \$405	<input type="checkbox"/> \$545
<input type="checkbox"/> Quarter Page - Vertical	<input type="checkbox"/> \$405	<input type="checkbox"/> \$405	<input type="checkbox"/> \$545

Make Your Digital Ad Selections:

<input type="checkbox"/> Banner: 12 Months	\$760
<input type="checkbox"/> Banner: 6 Months	\$425
<input type="checkbox"/> Banner: 1 Month	\$80x _____
<input type="checkbox"/> Rectangle: 12 Months	\$1,010
<input type="checkbox"/> Rectangle: 6 Months	\$570
<input type="checkbox"/> Rectangle: 1 Month	\$105x _____
<input type="checkbox"/> Print-at-Home Ticket	\$1,260

Make Your Gala Program Ad Selections:

<input type="checkbox"/> Full Page	\$350	GREAT VALUE!	
<input type="checkbox"/> Half Page - Horizontal	\$200	<input type="checkbox"/> Half Page - Vertical	\$200
<input type="checkbox"/> Quarter Page - Horizontal	\$150	<input type="checkbox"/> Quarter Page - Vertical	\$150

Form of payment:

TOTAL: \$ _____ ☐ Card ☐ Check

Credit Card Number

_____ / _____

CVC Code Exp. Date Zip Code

Signature

Company Name: _____

Street Address, City, State & Zip: _____

Contact Person's Name & Title: _____

E-mail Address: _____

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

IMPORTANT INFORMATION

Gala & Concert Program Ad Fees & Switch Dates

- Gala: September 11, 2023: Ad Fees Due
- Gala: September 15, 2023 Ad Artwork Due
- Book 1: September 5, 2023: Ad Fees Due
- Book 1: September 8, 2023: Ad Artwork Due
- Book 2: January 15, 2024: Ad Fees Due
- Book 2: January 19, 2024: Ad Artwork Due
- All digital ad artwork & 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.