

Wisconsin Youth Symphony Orchestras 52nd Season



2017 - 2018 Season Advertising Information & Contract



WHO WE ARE

WYSO has nearly 500 members with ages ranging from 8 - 18. They are a part of 80 different schools and 40 different Wisconsin communities.

Your message will reach thousands of people during this season. Many parents and family members of WYSO members are prominent community leaders and business owners.

When you advertise with us, you will reach your target audience and be recognized as a local supporter of music education and youth in the arts.



Dates & Deadlines

Concert Programs

Steenbock Fall Concerts - Nov. 11 & 18, 2017

**Ads Due By: October 12, 2017*

Ballweg Winterfest Concert Series - March 10, 2018

**Ads Due By: February 16, 2018*

Bolz Family Spring Concerts - May 19 & 20, 2018

**Ads Due By: April 21, 2018*

Member Handbook

Handbooks Distributed - August 1, 2017

**Ads Due By: July 21, 2017*

E-Newsletters

Rhythms - 1st Tuesday of the month

**Ads Due By: One week before 1st Tuesday of the month*

Connections - 1st Friday of the month

**Ads Due By: One week before 1st Friday of the month*

Advertising Rates & Sizes

Concert Programs	Size	Individual Price	2 Concert Package Deal	Savings	3 Concert Package Deal	Savings
Back Cover	5"w x 8"h	\$1,000	\$1,400	30%	\$1,800	40%
Inside Front or Inside Back Cover	5"w x 8"h	\$800	\$1,200	25%	\$1,550	35%
Full Page	5"w x 8"h	\$450	\$700	22%	\$900	33%
Half Page	5"w x 3.875"h	\$300	\$500	17%	\$650	28%
Quarter Page	2.375"w x 3.875"h	\$175	\$300	14%	\$425	19%
Member Handbook	Size	Individual Price	E-Newsletters	Size	Individual Price	Package Deals
Full Page	7.5"w x 10"h	\$300	Half Block	600 px w x 300 px t	\$100	*Inquire for details
Half Page	7.5"w x 4.75"h	\$200	Quarter Block	300 px w x 300 px t	\$50	

Wisconsin Youth Symphony Orchestras
PO Box 258039
Madison, WI 53725



Wisconsin Youth Symphony Orchestras

2017-2018 ADVERTISING CONTRACT

PO Box 258039 - Madison, WI - 53725 - Phone: 608-263-3320 - Fax: 608-265-3751

Advertiser

Organization: _____
 Contact Person: _____
 Address: _____
 Phone: _____ Fax: _____ E-mail: _____

Publication Options

<u>Publication</u>	<u>Publication Date</u>
Member Handbook	August 1, 2017
Steenbock Fall Concerts	Nov. 11 & 18, 2017
Ballweg Winterfest Concerts	March 10, 2018
Bolz Family Spring Concerts	May 19 & 20, 2018
Rhythms E-Newsletter	1 st Tuesday of the month
Connections E-Newsletter	1 st Friday of the month

Please circle your choice(s)

Please make sure all images are imbedded in file

All ads appear in B&W except E-Newsletter Ads and Back Cover Concert Program Ads

****If advertising in E-Newsletters, please provide the URL the ad should link to****

Advertising Options

<u>Member Handbook</u>	<u>Individual Price</u>	<u>Size</u>
Full Page	\$300	7.5"w x 10"h
Half Page	\$200	7.5"w x 4.75"h

<u>Concert Programs</u>	<u>Individual Price</u>	<u>2 Concert Package</u>	<u>3 Concert Package</u>	<u>Size</u>
Back Cover	\$1000	\$1,400	\$1,800	5"w x 8"h
Inside Front or Inside Back Cover	\$800	\$1,200	\$1,550	5"w x 8"h
Full Page	\$450	\$700	\$900	5"w x 8"h
Half Page	\$300	\$500	\$650	5"w x 3.875"h
Quarter Page	\$175	\$300	\$425	2.375"w x 3.875"h

<u>E-Newsletters</u>	<u>Individual Price</u>	<u>4 Issue Package</u>	<u>8 Issue Package</u>	<u>12 Issue Package</u>	<u>Size</u>
Half Block	\$100	\$280	\$480	\$600	600 px w x 300 px t
Quarter Block	\$50	\$150	\$260	\$330	300 px w x 300 px t

Total Price: \$ _____

Billing & Format Information

I agree to pay the above total upon submission of my advertisement(s) to WYSO.

Signature: _____ Date: _____

Format: PDF EPS TIF Submission: E-mail CD

**Please e-mail ad copy to jonathan@wysomusic.org*

Check or Money Order enclosed

Visa Discover Mastercard
 Credit Card # _____ Exp. _____

Please Invoice
(If different than above)
 Name: _____
 Address: _____
 Phone: (____) _____ E-mail: _____