



**WISCONSIN
YOUTH SYMPHONY
ORCHESTRAS**

2019-2020 SEASON ADVERTISING INFORMATION



Advertising with WYSO

Nearly 500 students ranging in age from 8 to 18 from communities throughout Wisconsin participate in the WYSO program each season. Your ad reaches numerous WYSO families, supporters, arts patrons, and cultural organizations throughout the Madison region. The WYSO membership is actively engaged with extracurricular activities, including summer music clinics, competitions, college workshops, and much more.

All ads appear in B&W, except digital newsletter ads and back cover concert program ads. Ad copy is due one month before the publication date.

Advertising Opportunities

Program Books

1,000 professionally printed programs for each concert cycle. Tailor your ad throughout the WYSO season with a three-concert program book package.

Digital Newsletters

Two monthly digital newsletters distributed to WYSO families and music teachers. Our digital newsletters have high open rates and click engagements.

Member Handbook

Distributed to each WYSO family in early August. This is the go-to reference guide used by families throughout the season.



Send advertising inquiries, ad copy, and contracts to:

Eric Murtaugh, Communications Manager |

eric@wysomusic.org |

608.263.3320, ext. 6

Advertiser Information

Organization _____

Contact Name _____

Address _____

City, State, ZIP _____

Phone _____ Email _____

Website URL (for digital newsletter ad) _____

Program Book

	(Circle one)	Individual	2 Concert Package	3 Concert Package
<input type="checkbox"/> BACK COVER (full color) 5"w x 8"h <small>Based on availability</small>		\$1,100	\$1,500	\$1,900
<input type="checkbox"/> INSIDE FRONT or INSIDE BACK COVER 5"w x 8"h		\$900	\$1,300	\$1,650
<input type="checkbox"/> FULL PAGE 5"w x 8"h		\$550	\$800	\$1,000
<input type="checkbox"/> HALF PAGE 5"w x 3.875"h		\$400	\$600	\$750
<input type="checkbox"/> QUARTER PAGE 2.375"w x 3.875"h		\$275	\$400	\$525

Member Handbook

<input type="checkbox"/> FULL PAGE 7.5"w x 10"h	\$400
<input type="checkbox"/> HALF PAGE 7.5"w x 4.75"h	\$300

Digital Newsletters

	(Circle one)	Individual	4 Issue Package	8 Issue Package	12 Issue Package
<input type="checkbox"/> HALF BLOCK 600 px w x 300 px t		\$200	\$380	\$580	\$700
<input type="checkbox"/> QUARTER BLOCK 300 px w x 300 px t		\$150	\$250	\$360	\$430

Publication
Member Handbook
Steenbock Fall Concerts Program
Ballweg Winterfest Concerts Program
Bolz Family Spring Concerts Program
Rhythms Digital Newsletter
Connections Digital Newsletter

Publication Date
August 1, 2019
Nov. 16, 2019 & Nov. 22 2019
March 13, 2020 & March 14 2020
May 16, 2020 & May 17, 2020
1st Tuesday of the month
1st Thursday of the month

TOTAL \$ _____

Payment Information

Billing Contact (if different) _____

Payment Method INVOICE CHECK Check # _____ CREDIT CARD

Credit Card Information (circle one) Visa Discover Mastercard American Express

Credit Card # _____ Exp. _____ CVV _____

Name on card _____ Billing Zip _____

Signature _____ Date _____