



# 2020-2021 SEASON ADVERTISING OPPORTUNITIES



## PROGRAM BOOK PRINT ADVERTISING

CYSO brings together some of the Chicago region’s most talented young musicians and engaged arts patrons. At least 3,000 professionally offset printed program books will be produced this season to be mailed directly (or handed out, if in-person concerts are able to resume this spring) to families and supporters during three concert cycles this season. Ad rates fit a range of budgets with options ranging from \$500-\$2,000.

*Files should be CMYK at 300 dpi resolution, jpg or pdf files. See contract for specific ad sizes.*



## FALL VIRTUAL CONCERT ADVERTISING

This fall, CYSO will host online virtual concerts, creating a unique opportunity to reach a captive audience of students, families, and arts supporters. Virtual performances this spring received 5,000+ viewers each, and we expect a similar audience this fall. Advertisers have the opportunity to provide a 30 second feature video or 7 second static image.

*Video/image dimensions should be 1920x1080. 30 second standard definition video. Static RGB image at 72 dpi.*

### Increase the impact of print with a **Premium Add-On Option:**



#### “GETTING INTO COLLEGE” EVENT PRESENTATION AD

CYSO will host our popular Getting into College masterclass virtually this fall and for the first time, we’re offering an opportunity to purchase an ad that will run in a special presentation for all attendees to run at the beginning of the event.

*Image should be 1920x1080 at 72 dpi. Ad will appear on screen for 10 seconds. Expected to attract over 100 live viewers/~500 view lifetime audience reach.*



#### MONTHLY NEWSLETTER BANNER AD







CYSO’s monthly email newsletter reaches 7,000+ subscribers with an average 23% open rate. Email banner ads reach an engaged audience of current and prospective families, alumni, and supporters. See [cyso.org/june20news](http://cyso.org/june20news) for recent example.

*Image should be 650x300 at 72 dpi and can link to url of your choice. Ads will appear at the bottom of newsletters sent between Sept 2020 and May 2021.*

### CONTRACT & ART DEADLINE: September 4, 2020

Send contracts, artwork, and questions to **Abbey Hambright**, Director of Marketing  
ahambright@cyso.org | cell: 317-250-1208 | office: 312-939-2207 x310

**ADVERTISING CONTRACT**

|   |  | ADD-ON OPTIONS:   |  |
|---|--|---|--|
|  <b>PROGRAM BOOK PRINT ADVERTISING</b>   |  |  <b>"GETTING INTO COLLEGE"</b><br>Event Presentation Ad<br><i>1920x1080 jpg, 72 dpi</i>  |  <b>NEWSLETTER</b><br>Banner Ad<br><i>650x300 pixels, 72 dpi</i>  |
| <input type="checkbox"/> <b>BACK COVER</b> (CMYK, full color) - 5 x 8"      \$2,000   |  | <input type="checkbox"/> \$200  | <input type="checkbox"/> \$200   |
| <b>FULL PAGE SPECIAL</b> (black/white) - 5 x 8"      \$1,200<br><input type="checkbox"/> Inside Front Cover (right)<br><input type="checkbox"/> Opposite Inside Cover (left)<br><input type="checkbox"/> Inside Back Cover (right)<br><input type="checkbox"/> Opposite Concert Program/Notes |  | <input type="checkbox"/> \$200  | <input type="checkbox"/> \$200   |
| <b>FULL PAGE</b> (black/white, 5 x 8")      \$1,100<br><input type="checkbox"/> Other inside page   |  | <input type="checkbox"/> \$300  | <input type="checkbox"/> \$300   |
| <input type="checkbox"/> <b>HALF PAGE</b> (b/w, horizontal, 5 x 3.875")      \$800  |  | <input type="checkbox"/> \$300  | <input type="checkbox"/> \$300   |
| <input type="checkbox"/> <b>QUARTER PAGE</b> (b/w, horizontal, 5 x 1.875")      \$500   |  | <input type="checkbox"/> \$300  | <input type="checkbox"/> \$300   |
|  <b>FALL VIRTUAL CONCERT ADVERTISING</b>  |  |  <b>"GETTING INTO COLLEGE"</b><br>Event Presentation Ad<br><i>1920x1080 jpg, 72 dpi</i> |  <b>NEWSLETTER</b><br>Banner Ad<br><i>650x300 pixels, 72 dpi</i> |
| <input type="checkbox"/> <b>FEATURE AD - 30 second video</b> \$1100<br><i>1920x1080 standard definition video</i>   |  | <input type="checkbox"/> \$200  | <input type="checkbox"/> \$200   |
| <input type="checkbox"/> <b>STATIC AD - 7 second image</b> \$600<br><i>1920x1080 jpg at 72 dpi, RGB color</i>   |  | <input type="checkbox"/> \$200  | <input type="checkbox"/> \$200   |

Interested in purchasing a print & virtual concert ad? Contact us for options.

**TOTAL** \_\_\_\_\_

**CONTRACT & ART DEADLINE: September 4, 2020**

Email contract and artwork to: [ahambright@cyso.org](mailto:ahambright@cyso.org) | See previous page for complete artwork specs

Organization/Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Link URL for newsletter ad (if applicable): \_\_\_\_\_

Billing Contact (if different) \_\_\_\_\_ Email \_\_\_\_\_

Preferred Payment Method:  INVOICE  CREDIT CARD  CHECK - Check number \_\_\_\_\_

Credit Card Information: Visa / Mastercard / Amex / Discover (circle one)

Card number \_\_\_\_\_ Expiration \_\_\_\_\_ CVV \_\_\_\_\_

Name on card \_\_\_\_\_ Signature \_\_\_\_\_ Billing Zip \_\_\_\_\_