



2021-2022 SEASON ADVERTISING OPPORTUNITIES



The 21/22 season marks CYSO's 75th anniversary, lending increased visibility to all aspects of our program—and our advertisers! After last year's successful hybrid season, we look forward to returning in-person with fully enrolled orchestras and eager audiences. Don't miss out on the opportunity to get in front of our engaged and informed patrons! Print ads in our keepsake concert program books are a great opportunity to reach our targeted audience, and increase your impact with digital ads in our popular "Getting Into College" workshop and monthly newsletter.



PROGRAM BOOK PRINT ADVERTISING

CYSO brings together some of the Chicago region's most talented young musicians and engaged arts patrons. 3,000+ professionally produced offset-print program books will be distributed this season, reaching students, families, and supporters. Now including magazine-style features, CYSO program books invite even more close reading, producing extra impact for your ad! With rates ranging from \$500-\$2,000, there's a print option for nearly any budget. Consider a premium add-on option (below) to increase your reach!

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

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



"GETTING INTO COLLEGE" PRE-WORKSHOP AD

After the successful introduction of an livestreamed version of our popular Getting into College workshop last fall, we'll return online this October. Digital ads will play before the live broadcast, as well as during replays on Facebook and Youtube. Don't miss the opportunity at a captive audience of ~700 viewers!

Image should be 1920x1080 at 72 dpi. Ad will appear on-screen for 10 seconds at the beginning of broadcast.






NEWSLETTER BANNER AD

CYSO's monthly email newsletter reaches 8,000+ subscribers with an average 23% open rate. Email banner ads reach an engaged audience of current and prospective families, alumni, and supporters and link directly to the landing page of our choice. See cyso.org/news-ad for recent example.

Image should be 650x300 at 72 dpi. Ads will appear in newsletters sent between Sept 2021 and June 2022.

CONTRACT & ART DEADLINE: September 1, 2021

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

		ADD-ON OPTIONS:	
 PROGRAM BOOK PRINT ADVERTISING		 "GETTING INTO COLLEGE" Pre-Workshop Ad <i>1920x1080 jpg, 72 dpi</i>	 NEWSLETTER Banner Ad <i>650x300 pixels, 72 dpi</i>
<input type="checkbox"/> BACK COVER (full color) - 5 x 8"	\$2,000	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300
<input type="checkbox"/> FULL PAGE SPECIAL (black/white) - 5 x 8" <input type="checkbox"/> Inside Front Cover (right) <input type="checkbox"/> Inside Back Cover (right) <input type="checkbox"/> Opposite Inside Cover (left) <input type="checkbox"/> Opposite Concert Program Info	\$1,400	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300
<input type="checkbox"/> FULL PAGE (black/white) - 5 x 8" <input type="checkbox"/> Other inside page	\$1,300	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300
<input type="checkbox"/> HALF PAGE (black/white) <input type="checkbox"/> Horizontal - 5 x 3.875" <input type="checkbox"/> Vertical - 2.375 x 8"	\$900	<input type="checkbox"/> \$350	<input type="checkbox"/> \$350
<input type="checkbox"/> QUARTER PAGE (black/white) <input type="checkbox"/> Horizontal - 5" x 1.875" <input type="checkbox"/> Vertical - 2.375 x 3.875"	\$550	<input type="checkbox"/> \$350	<input type="checkbox"/> \$350

TOTAL _____

CONTRACT & ART DEADLINE: September 1, 2021

Email contract and artwork to: 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 _____