



2022-2023 SEASON

ADVERTISING OPPORTUNITIES



Advertising with CYSO reached our unique audience of engaged and informed patron, students, and families. While our anchor advertising option continues to be a print ad in our keepsake concert program—reaching 6,000+ audience members each season—we are also offering an array of add-ons to increase your reach!



PRINT ADVERTISING IN OUR SEASON PROGRAM BOOK

6,000 professionally-printed program books will be distributed this season, reaching CYSO students, families, donors, and supporters. Now including magazine-style feature stories, our program books invite even more close reading, producing extra impact for your ad! With rates ranging from \$550-\$2,000, there's a print option for nearly any budget. *Consider a premium add-on option (below) to increase your reach!*

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



DEDICATED E-BLAST | New this year, CYSO is offering a limited number of dedicated email opportunities to directly reach our audience of 8,000+ email subscribers. Message will include a large feature image, text below, and link to the url of your choice. *Image should be 800 pixels wide by up to 1000 pixels tall at 72 dpi. Up to 100 words of text may appear below. Subject line will read "Sponsored Email: Advertiser name."* Content subject to approval by CYSO staff.



NEWSLETTER BANNER AD | CYSO's monthly newsletter reaches an enthusiastic audience of 8,000+ subscribers with an average 47% open rate each month. Banner ads are seen by current and prospective families, music educators, alumni, and supporters. *Banner should be 650 x 300 pixels (horizontal) at 72 dpi. Link to url of your choice. If you have a specific month request, please indicate on your contract and we will do our best to accommodate. Limited availability.*



STUDENT HANDBOOK AD | New this season, advertise in our 2022/2023 digital student and parent handbook. An important resource for all CYSO musicians and their families, the handbook is distributed to program participants in the September and referred to throughout the season for concert and rehearsal schedules, program information, and CYSO policies. | *Ads should measure 8x10.5" at 72 dpi and may be color or grayscale.*



"GETTING INTO COLLEGE" AD | Our popular Getting into College workshop has moved online, reaching even more CYSO families and pre-collegiate musicians across the country. Scheduled for October 13, your digital ad will play for a captive audience of 800+ viewers during the live broadcast, as well as being included in replays on Facebook and Youtube. | *Image should be 1920x1080 pixels at 72 dpi. Ad will appear on-screen for 10 seconds at a time in an advertiser loop before the program begins.*



CYSO COLLEGE FAIR | The CYSO College Fair returns on Sunday, October 9 from 1-4 pm! Open to universities and camps, the event is a great opportunity to interact directly with current CYSO students and families. The College Fair is attended by 250+ of CYSO's most advanced high school musicians already on site for rehearsals, and advertised to an additional 300+ families as well as our social media followers. | *Exhibitors receive a half table (30 x 36") for their display. Space is limited.*

Extended through Sept 15

CONTRACT AND ARTWORK DEADLINE: ~~September 6, 2022~~

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

2022-2023 SEASON ADVERTISING CONTRACT

Print advertisement prices include placement CYSO's program book to be used at 14 concerts during the 22/23 season. Increase your reach by upgrading with one of the premium add-on advertising options: a dedicated e-blast, newsletter banner, student handbook ad, Getting into College digital ad, or table at our College Fair.

PREMIUM ADD-ON OPTIONS:



**PROGRAM BOOK
PRINT ADVERTISING**



**DEDICATED
E-BLAST**



**NEWSLETTER
BANNER**



**STUDENT
HANDBOOK**



**GETTING INTO
COLLEGE AD**



**COLLEGE
FAIR 10/9**

<input type="checkbox"/> BACK COVER (full color) - 5x8" \$2,000	<input type="checkbox"/> \$800	<input type="checkbox"/> \$300	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	<input type="checkbox"/> \$300
FULL PAGE SPECIAL (black/white) - 5x8" \$1,400 <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	<input type="checkbox"/> \$800	<input type="checkbox"/> \$300	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	<input type="checkbox"/> \$300
FULL PAGE (black/white) - 5x8" \$1,300 <input type="checkbox"/> Other inside page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$300	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400	<input type="checkbox"/> \$400
HALF PAGE (black/white) \$900 <input type="checkbox"/> Horizontal - 5 x 3.875"	<input type="checkbox"/> \$900	<input type="checkbox"/> \$350	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400
QUARTER PAGE (black/white) \$550 <input type="checkbox"/> Horizontal - 5" x 1.875"	<input type="checkbox"/> \$900	<input type="checkbox"/> \$350	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450	<input type="checkbox"/> \$400

To discuss custom advertising packages, please contact Abbey Hambright, Director of Marketing, at ahambright@cyso.org

TOTAL _____

Extended through Sept 15

CONTRACT & ART DEADLINE : ~~September 6, 2022~~

Email contract and artwork to: ahambright@cyso.org | See previous page for complete artwork specs.

ADVERTISER INFORMATION

Organization/Company _____

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ Email _____

For digital ads, please specify the url ad should link to _____

PAYMENT INFORMATION - Please indicate your preferred payment method.

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 _____