









# ADVERTISING OPPORTUNITIES

By bringing together some of the most talented and dedicated young musicians from across the central Midwest, advertising with CYSO reaches a unique and engaged audience of students, families, patrons, and supporters. Our professionally-printed program book is a popular keepsake for 6,000+ audience members each season, and digital options reach nearly 9,000 email subscribers and other hard-to-reach viewers. **Don't miss the chance to get your message in front of this one-of-a-kind audience!**

## Choose from one of the following options:

-  **PRINT PROGRAM BOOK AD - \$550-\$2,000**  
6,000 program books will be distributed this season to CYSO students, families, and more. Magazine-style features invite close reading, providing even more impact for your ad! With rates starting at \$550, there's a option for nearly any budget.
-  **DEDICATED E-BLAST - \$800**  
Dedicated email opportunities directly reach our audience of nearly 9,000 subscribers. Message will include a large feature image, up to 100 words of text, and link to the url of your choice.
-  **NEWSLETTER BANNER AD - \$350**  
CYSO's monthly newsletter reaches an enthusiastic audience of nearly 9,000 subscribers with an average 47% open rate each month. Banner ads are seen by current and prospective families, music educators, alumni, supporters, and more.
-  **"GETTING INTO COLLEGE" AD - \$500**  
Our popular onling Getting into College workshop reaches CYSO families and pre-collegiate musicians from across the country. Scheduled for October, your ad plays for a captive audience of 800+ viewers live and in Facebook and Youtube replays.
-  **CYSO COLLEGE FAIR TABLE - \$400**  
Our College Fair returns on Sunday, Oct 8 from 1-4 pm. Open to universities and camps, the event is attended by 250 of CYSO's most advanced musicians and advertised to an additional 300+ families, as well as thousands of social media followers.
-  **STUDENT & FAMILY HANDBOOK AD - \$500**  
An important resource for all CYSO musicians, our Student & Family handbook is distributed in September and referred to throughout the season for concert and rehearsal schedules, program information, and CYSO policies.

**CONTRACT AND ARTWORK DEADLINE: August 28, 2023**

Submit completed contract to [cyso.org/ad-contract](https://www.cyso.org/ad-contract) and artwork to [cyso.org/artwork](https://www.cyso.org/artwork)

*See next page for artwork specs*

## Pricing and Artwork Specs



### **PRINT PROGRAM BOOK AD | \$550-\$2,000**

All images: Black and white (except for back cover), 300 dpi, CMYK color.

Back Cover - \$2,000 - FULL COLOR, 5" wide x 8" tall

Full Page, Inside Front Cover (right) - \$1,400 - 5" wide x 8" tall

Full Page, Inside Back Cover (right) - \$1,400 - 5" wide x 8" tall

Full Page, Opposite Inside Cover (left) - \$1,400 - 5" wide x 8" tall

Full Page, Opposite Concert Program Page - \$1,400 - 5" wide x 8" tall

Full Page - \$1,300 - 5" wide x 8" tall

Half Page - \$900 - 5" wide x 3.8" tall

Quarter Page - \$550 - 5" wide x 1.8" tall



### **DEDICATED E-BLAST | \$800**

Image: Full color, 650 pixels wide by up to 1,000 pixels tall, 72 dpi, RGB color

Copy: Up to 100 words of text

Subject line will read "Sponsored Email: *Advertiser name*"

*Content subject to approval by CYSO staff.*



### **NEWSLETTER BANNER AD | \$350**

Image: Full color, 650 pixels wide x 300 pixels tall, 72 dpi, RGB color

Link to url of your choice (indicate in contract form)

Requests for specific months will be honored to the best of our ability. Please note that space is limited.



### **"GETTING INTO COLLEGE" WORKSHOP AD | \$500**

Event will stream in October 2023

Image: Full color, 1920 pixels wide x 1080 pixels tall, 72 dpi, RGB color

Ad will appear on-screen for 10 seconds at a time in an advertiser loop before the program begins.



### **CYSO COLLEGE FAIR TABLE | \$400**

Sunday, October 8, 2023 from 1-4 pm

Each exhibitor will receive at least a half table (30x36") for displays. Standing signage allowed without your designated space. Participant spots are limited.



### **STUDENT & FAMILY HANDBOOK AD | \$500**

Image: Full color, 8" wide x 10.5" tall, 72 dpi, RGB color

**CONTRACT AND ARTWORK DEADLINE: August 28, 2023**

Submit completed contract to [cyso.org/ad-contract](https://cyso.org/ad-contract) and artwork to [cyso.org/artwork](https://cyso.org/artwork)

Questions? Contact Abbey Hambright, CYSO Director of Marketing, at [ahambright@cyso.org](mailto:ahambright@cyso.org)