

2020-2021 Season Program Advertising Information & Rates

Placing a Season Concert Ad in our program will give you exposure in four concerts (November, December, March, and May). The November and December concerts will be held on our [YouTube Channel](#), with a virtual program available. Your ad will appear in both the online program and at the beginning of each Virtual Concert. March and May concerts will most likely be online, however we are prepared to perform live if permitted. We also offer **corporate sponsorship opportunities** which include customizable marketing benefits.

Audience

Our online concert in May 2019 has nearly 5,000 views on YouTube and the online program had over 2,500 impressions on digital publishing platform, Issuu.

Concert programs for live concerts will see approximately 4,000 impressions for March and May concerts.

Our corporate sponsorship opportunities offer a range of additional benefits, including email and social media marketing projected to lists of nearly 6,100 people, and gala marketing, which reaches 3,000 metro area stakeholders.

Deadlines

November Concert: November 21, 2020; Ad due **October 23, 2020** (also the deadline for full season ads)

Holiday Concert: December 23, 2020. Ad due **December 1, 2020**

March Concert: TBA

May Concert: TBA

Ad Location	Full Season Ad	Ad for One Concert Set
Back cover (full color)	\$950	\$300
Inside cover	\$650	\$225
Full inside page	\$600	\$220
1/2 page	\$400	\$130
1/3 page	\$350	\$110
1/4 page	\$250	\$90
1/6 page	\$230	\$75
1/8 page	\$150	\$50

Dimensions

Full page	7.5" H x 4.5" W (back outside cover is full color)
1/2 page	3.75" H x 4.5" W
1/3 page	2.25" H x 4.5" W
1/4 page	2.25" H x 3.75" W
1/6 page	3.75" H x 1.5" W or 2.5" x 2.5"
1/8 page	1.85" H x 2.25" W

Pages are black and white unless otherwise noted.

Place an Ad with MYS

Email Carrie Stephens at cstephens@playmys.org and include the below list of attachments and payment.

Attachment Checklist:

- Business name, contact person, email & phone.
- Size of ad & whether it's for the complete season or a single concert set.
- Ad in one of these formats—PDF, INDD, TIFF or JPG. Minimum resolution for line art is 600dpi, and minimum resolution for halftones is 300dpi.
- A check for payment, or a request to call you for credit card information.