

2022-2023 Season Program Advertising Information & Rates

Placing a Season Concert Ad will give you exposure in three sets of concerts (November, March, and May) for a total of 11 performances. Each concert set includes a Symphony Orchestra concert at the Arlene Schnitzer Concert Hall or Newmark Theatre in downtown Portland in addition to two or three concerts at metro area venues. Schnitzer/Newmark dates are listed below, with community concerts taking place during the surrounding weekends. We also offer corporate sponsorship opportunities which include customizable marketing benefits.

Demographics

Concert programs see over 7,000 impressions during the course of the shows. 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

Concert Set 1 - Schnitzer Concert Nov. 13, 2022. Ad due **October 7, 2022**
(also the deadline for full season ads)

Concert Set 2 -Newmark Concert March 5, 2023. Ad due **February 3, 2023**

Concert Set 3 - Schnitzer Concert on May 19, 2023. Ad due **April 14, 2023**

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	\$380	\$130
1/3 page	\$320	\$110
1/4 page	\$250	\$90
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 Sarah McLain at programs@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.