

Join us in transforming lives and communities through music.

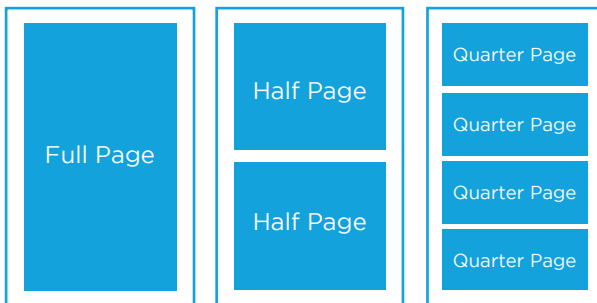
2023-2024 SEASON ADVERTISING OPPORTUNITIES

WHY ADVERTISE WITH PYO MUSIC INSTITUTE?

Raise the visibility of your business, organization, or school throughout the Delaware Valley region with advertisements to our robust audience of 500 talented students and families, 7,500 concert-goers, 5,000 email subscribers, and 10,000+ followers across all of our social media platforms. You have a unique opportunity to market your services and products while also showcasing your generous impact on arts education in the greater Philadelphia region.



PRINT PROGRAM ADVERTISING



Ad Size	Ad Dimensions
Full Page	4.5w x 7.125h in.
Half Page	4.5w x 3.375h in.
Quarter Page	4.5w x 1.625h in.

See next page for ad form and artwork deadlines.

Digital Delivery Options:

- High-resolution (300 dpi) PDF at actual ad size with artwork and fonts embedded
- High-resolution (300 dpi) JPG or TIFF file at actual ad size, flattened

Information and Disclaimers:

- All ads will be printed in black ink only
- Ads which do not meet ad format specifications will be reduced, enlarged, or reformatted to conform to the required proportions and specifications. PYO Music Institute is not responsible for ad quality resulting from this conversion.



DIGITAL PROMOTIONS

College and Conservatory Applications Seminar

On Sunday, October 1st, 2023, join in on this virtual webinar to share about your school and application process. Led by Gloria DePasquale, this online lecture class provides an overview of: selecting schools and matching academic and musical interests, career pathways in music, leveraging musical skills to support academic applications, and successful timelines and tips for applying to music schools. Your school's **5-minute presentation** will provide real-world examples and insights for our young musicians.

Summer Camp, Festival, and Institute Presentations

On Sunday, November 12th, 2023, join in on this virtual presentation about summer music opportunities. Students learn about various programs and are encouraged to think about what experiences would most benefit them. Your summer program's **5-minute presentation** will provide real-world examples and insights for our young musicians.

Noteworthy eNewsletter Banner Ad

PYO Music Institute's Noteworthy Newsletter reaches 5,000+ subscribers with an average 41% open rate bi-weekly. Our dedicated subscribers are comprised of current and prospective families, music educators, alumni, and supporters. *Banner ad should be 600 x 200 pixels. Please provide copy (no more than 150 words) and a URL link of your choice via email; let us know if you have a specific month request and we will do our best to accommodate.*

Instagram + Facebook Social Media Ad

Reach our 8,300+ followers on Instagram and Facebook through a social media ad featured on our feed and stories. *Image(s) should be 1080 x 1080 pixels and copy should be no more than 200 characters.*

Bundle print ad with digital promotions and receive 10% off of your total order!

Please return order form, payment, ad artwork, and any other materials to Julienne Cormier at jcormier@pyomusic.org

2023-2024 SEASON ADVERTISING FORM

Other Kimmel Center Concerts

Sunday, November 19, 2023, 3:00 p.m. - **PYO** - Verizon Hall, Kimmel Center
 Sunday, December 3, 2023, 3:00 p.m. - **PYAO** - Perelman Theater, Kimmel Center
 Sunday, February 25, 2024, 3:00 p.m. - **PYAO** - Perelman Theater, Kimmel Center
 Sunday, March 3, 2024, 3:00 p.m. - **PYO** - Verizon Hall, Kimmel Center

Showcase Concert - All Ensembles

Sunday, February 11, 2024, 2:00 p.m. - Verizon Hall, Kimmel Center

Festival Concerts

Saturday, May 4, 2024, 4:00 p.m. - **PYJO** - Temple Performing Arts Center
 Saturday, May 4, 2024, 7:00 p.m. - **PYSB/Bravo Brass** - Temple Performing Arts Center
 Saturday, May 18, 2024, 3:00 p.m. - **Prysm Strings** - Church of the Redeemer
 Saturday, May 25, 2024, 1:00 p.m. - **TUP** - Temple Performing Arts Center
 Saturday, May 25, 2024, 4:00 p.m. - **YMDO** - Temple Performing Arts Center
 Saturday, June 2, 2024, 3:00 p.m. - **PYAO** - Perelman Theater, Kimmel Center
 Sunday, June 2, 2024, 7:00 p.m. - **PYO** - Verizon Hall, Kimmel Center

Return order form, payment and ad artwork to Julienne Cormier at jcormier@pyomusic.org

Please mail checks to:

PYO Music Institute
 P.O. Box 41810
 Philadelphia, PA 19101



PRINT PROGRAM BOOK PACKAGES:

	Festival Concerts (6 Concerts)	Festival Concerts + Showcase Concert (7 Concerts)	Full Package: Festival Concerts + Showcase Concert + Kimmel Center Concerts (11 Concerts)
Special Placement Full Page: (4.5w x 7.125h in.):			

Back Cover	<input type="checkbox"/> \$625	<input type="checkbox"/> \$725	<input type="checkbox"/> \$1,225
Inside Back Cover	<input type="checkbox"/> \$575	<input type="checkbox"/> \$675	<input type="checkbox"/> \$1,150
Inside Front Cover	<input type="checkbox"/> \$575	<input type="checkbox"/> \$675	<input type="checkbox"/> \$1,150
Opposite Program Page	<input type="checkbox"/> \$575	<input type="checkbox"/> \$675	<input type="checkbox"/> \$1,150

Standard Placement:

Full Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$575	<input type="checkbox"/> \$875
Half Page (Horizontal)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$350	<input type="checkbox"/> \$525
Quarter Page (Horizontal)	<input type="checkbox"/> \$225	<input type="checkbox"/> \$250	<input type="checkbox"/> \$375

Deadlines - Ad Form and Artwork	March 1 2024	January 12 2024	October 1 2023
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DIGITAL PROMOTIONS:

<input type="checkbox"/> \$250	CCAP Applications Seminar	<input type="checkbox"/> \$250	CCAP Summer Program Presentation
<input type="checkbox"/> \$300	Noteworthy eNewsletter Banner Ad	<input type="checkbox"/> \$250	One Facebook and Instagram Ad

Contact Information:

Organization/Business Name: _____ Contact Person: _____

Email Address: _____ Phone Number: _____

Payment Method:

Invoice Check (payable to PYO Music Institute) Credit card** Amount*: \$_____

Credit card number: _____ Exp. Date: _____ CVV code: _____ Zip: _____

Name on card: _____ Signature: _____

*Please subtract 10% off of your total order if purchasing a print ad with digital promotions

**If paying via credit card, a payment processing fee will be added to your total