



MUSIC INSTITUTE

Join us in transforming lives and communities through music.

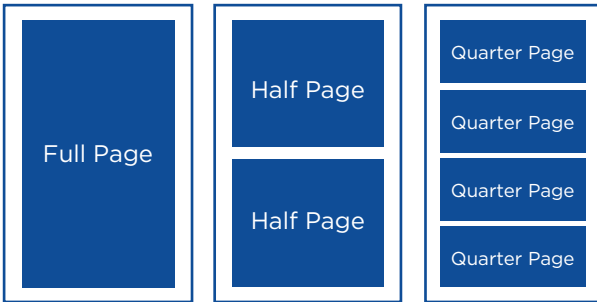
# 2024-2025 SEASON ADVERTISING OPPORTUNITIES

## 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 **September 29th** from 5:30pm-7:30pm, 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 **November 17th** from 5:30pm-7:30pm, 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 [marketing@pyomusic.org](mailto:marketing@pyomusic.org)

# 2024-2025 SEASON ADVERTISING FORM

### Other Kimmel Center Concerts

Sunday, November 10, 2024, 3:00 p.m. - **PYO** - Marian Anderson Hall, Kimmel Center  
 Sunday, December 1, 2024, 3:00 p.m. - **PYAO** - Perelman Theater, Kimmel Center  
 Sunday, February 9, 2025, 3:00 p.m. - **PYAO** - Perelman Theater, Kimmel Center  
 Sunday, March 2, 2025, 3:00 p.m. - **PYO** - Marian Anderson Hall, Kimmel Center

### Showcase Concert - All Ensembles

Sunday, March 16, 2025, 3:00 p.m. - Marian Anderson Hall, Kimmel Center

### Festival Concerts

Saturday, April 26, 2025, 3:00 p.m. - **Prysm Strings Main Line** - Centennial Hall  
 Saturday, May 10, 2025, 3:00 p.m. - **Prysm Strings New Jersey** - Katz JCC  
 Sunday, May 11, 2025, 3:00 p.m. - **PYAO** - Perelman Theater, Kimmel Center  
 Saturday, May 17, 2025, 11:00 a.m. - **PYCB** - The Shipley School  
 Saturday, May 17, 2025, 1:00 p.m. - **TUP** - Temple Performing Arts Center  
 Saturday, May 17, 2025, 4:00 p.m. - **YMDO** - Temple Performing Arts Center  
 Saturday, May 17, 2025, 7:30 p.m. - **Bravo Brass** - St. Mark's Church (PHL)  
 Saturday, May 24, 2025, 4:00 p.m. - **PYJO** - Temple Performing Arts Center  
 Saturday, May 24, 2025, 7:00 p.m. - **PYSB** - Temple Performing Arts Center  
 Saturday, May 31, 2025, 7:00 p.m. - **PYO** - Marian Anderson Hall, Kimmel Center

Return order form,  
payment and ad artwork to  
marketing@pyomusic.org

### Please mail checks to:

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

### Purchase Your Ad Online:



## PRINT PROGRAM BOOK PACKAGES:

**Special Placement Full Page:**  
(4.5w x 7.125h in.):

**Festival Concerts**  
(10 Concerts)

**Festival Concerts**  
**+ Showcase Concert**  
(11 Concerts)

**Full Package:**  
**Festival Concerts**  
**+ Showcase Concert**  
**+ Kimmel Center Concerts**  
(15 Concerts)

Back Cover	<input type="checkbox"/>	\$1,225
Inside Back Cover	<input type="checkbox"/>	\$1,150
Inside Front Cover	<input type="checkbox"/>	\$1,150
Opposite Program Page	<input type="checkbox"/>	\$1,150
Opposite Roster Page	<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
<b>Deadlines - Ad Form and Artwork</b>		<b>March 1 2025</b>		<b>January 12 2025</b>		<b>October 1 2024</b>



## 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) Amount\*: \$\_\_\_\_\_  Credit card\*

\*Please subtract 10% off of your total order if purchasing a print ad with digital promotions. If paying via credit card, contact marketing@pyomusic.org for your discount code before purchasing. (Scan QR Code to pay online)

