



KALAMAZOO
SYMPHONY
ORCHESTRA

25/26 Print & Digital Advertising

**Our Audience.
Your Message.**



Print or Digital: The Choice is Yours!

The Kalamazoo Symphony offers a variety of print and digital packages to fit your preferred advertising medium and budget.



Flexibility:

With many package options, you can choose the best option for your organization. From timing to budget, we have great options to promote your brand, event, or business.



Community Focused:

As a non-profit organization, the Kalamazoo Symphony exists to serve our community. Every dollar spent with the Symphony not only helps promote your message, but also goes toward supporting our mission to serve our community through outstanding musical listening and learning experiences.



You Know Who You're Reaching:

Instead of reaching broad, generic audiences, you know your advertising dollars are going toward reaching our unique Symphony audiences, getting the most out of your advertisement.

Why Program Books?

Every season, the Kalamazoo Symphony reaches nearly 50,000 individuals at concerts and events throughout Southwest Michigan. We are growing, just like your business! In the past season alone, we have increased our concert audience size by nearly 30%.



Best Placement:

In the 23/24 season, we changed the way we do our program books. With individual books for each concert and far fewer pages in each book, your message is more visible and has a greater impact.



14,000:

We print approximately 14,000 program books every season.



Direct Access:

Meet our audience in the concert hall. When asked how important a program book is to their experience, a majority of key Symphony audience members said, "Very Important." Our audiences engage with our program books.

Program Book Advertising Rates

We are proud to offer a 25% discount to our fellow non-profit organizations. Seen in parentheses.

Standard Pricing Per Book *indicates per book price				
Ad Size	8 Times*	6 Times*	4 Times*	1 Time*
Half Page	\$257 (\$192)	\$265 (\$199)	\$271 (\$203)	\$285 (\$214)
Full Page	\$338 (\$253)	\$349 (\$262)	\$356 (\$267)	\$375 (\$281)
Inside Back Cover^	\$450			
Outside Back Cover^	\$550			
Total Pricing Per Package				
Ad Size	8 Times	6 Times	4 Times	1 Time
Half Page	\$2,056 (\$1,536)	\$1,590 (\$1,194)	\$1,084 (\$812)	\$285 (\$214)
Full Page	\$2,704 (\$2,024)	\$2,094 (\$1,572)	\$1,424 (\$1,068)	\$375 (\$281)
Inside Back Cover^	\$3,600			
Outside Back Cover^	\$4,400			

^ Premium Ad placements are currently only available in a package of 8. Additional availability may open up after August 31. Premium ad space is not eligible for the non-profit rate.

Contact: Sydney Schless | ads@kalamazoosymphony.com | 269.216.6780

Program Book Deadlines & Requirements

Program Book Issue	Reservation Deadline	Art Deadline	Concert Date
Masterworks Emanuel Ax Plays Beethoven	1-Sep	12-Sep	27-Sep
Masterworks Mozart & Tchaikovsky	19-Sep	3-Oct	18-Oct
Masterworks Brahms & the Schumanns	15-Oct	31-Oct	15-Nov
Special Event The Nutcracker (2 performances)	22-Oct	7-Nov	22-Nov
Special Event Sibelius & Dugan (with the KJSO)	7-Jan	23-Jan	7-Feb
Masterworks Mahler's Third Symphony	21-Jan	6-Feb	21-Feb
Masterworks Beethoven's Violin Concerto	27-Feb	13-Mar	28-Mar
Masterworks West Side Story	18-Mar	3-Apr	18-Apr

Print-ready ads should be sent to ads@kalamazoosymphony.com by the Art Deadline.

All ads should be hi-resolution PDF.

These mainstage performances in Miller Auditorium welcome our largest audiences all season.

There is limited advertising availability in each book. Reserve your spot today!

Ad Size	Width	Height
Full Page	4.375"	7.5"
Half Page Horiz.	4.375"	3.625"
Half Page Vert.	2.0625"	7.5"

Digital Tickets

Last season, we issued over 7,000 digital tickets straight to our patrons' inboxes.

With a larger space and more flexibility, we are excited to offer the opportunity to add your organization's message to this prime advertising space.

Details:

- **Schedule:** This is a season-long advertising spot.
- **Size:** Ad size is 1080x1080
- **Cost:** \$5,000
- **Flexibility:** We can offer limited availability to change out your advertising message throughout the season.

The non-profit discount is not available for this spot.

KSO 100
KALAMAZOO SYMPHONY ORCHESTRA

For the Order Of: _____

THIS IS YOUR TICKET.
Please print this ticket and present upon entry to the venue.

KSO 100
JULIAN KUERTE
MUSIC DIRECTOR

_____ at _____

Seat Location: _____

Row: _____ Seat: _____

Customer No: _____
Order Date: _____
Order No: _____

KALAMAZOO SYMPHONY

NO REFUNDS: To exchange or donate your ticket, contact the KSO office during business hours prior to the concert.

269.349.7759 | KalamazooSymphony.com

Season Presented by **ZHANG FINANCIAL** Season Sponsors **stryker** **GREENLEAF TRUST**

Your Ad Here

Bold. Brilliant. Kaleidoscopic.
Emanuel Ax Plays Beethoven
SAT | SEPT 27



KALAMAZOO
SYMPHONY
ORCHESTRA

Digital Ad Retargeting Our Audience. Your Message. Across the Web.



Powered by



Brand Awareness
Digital Reach
Targeted Audience

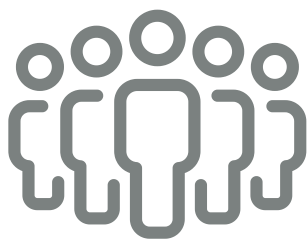
How it Works

Ad Retargeting uses simple Javascript code to identify visitors of **KalamazooSymphony.com** and reach them with ads wherever they go online. By showing relevant, targeted ads to past **KSO site** visitors, you increase brand awareness and drive online engagement with your ideal customer.

Just like our physical audiences, our digital audience continues to grow. In just two years, our digital audience has increased to over **200,000 reachable individuals!**

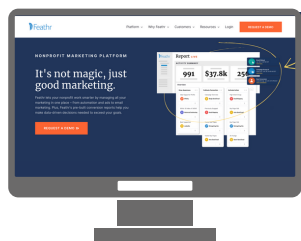
Step 1

Internet users visit the Symphony website.



Step 2

The user exits the Symphony website.



Step 3

Website visitor sees your ad wherever they go online.



Step 4

Visitor clicks your ad and visits your website or landing page.



Why Digital Ad Retargeting?

Ad retargeting is one of the most effective forms of digital advertising—offering you the opportunity to strategically serve highly relevant ads to the right audience at the right time. **And we make it easy!**



Stay top-of-mind:

Keep your message in front of our audience during key sales windows, or year-round.



Boost your event impact:

Reach attendees before, during, and after your event.



Analyze your results:

Use real-time data & analytics to track performance and optimize your ROI.



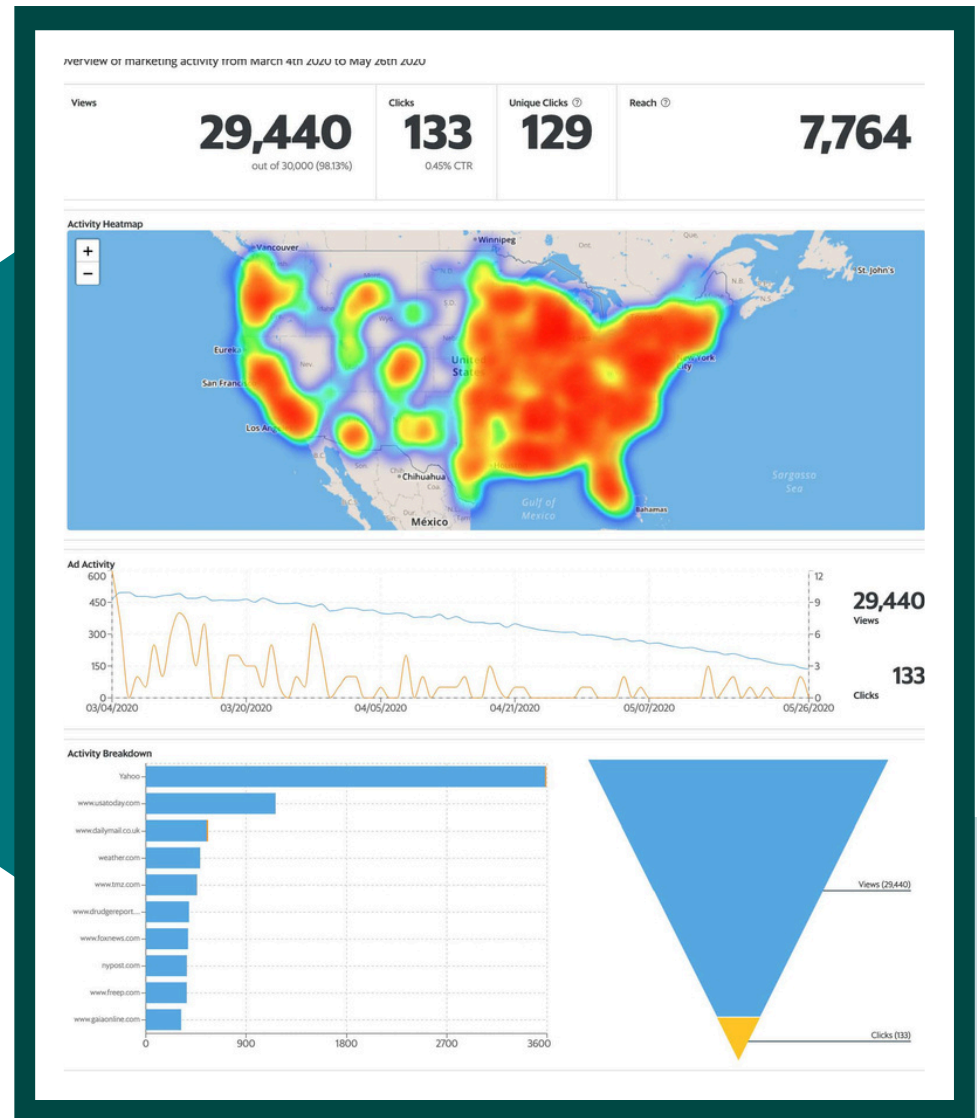
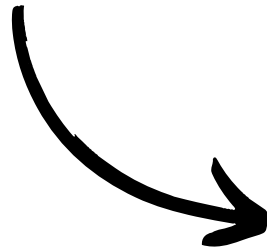
Reporting

Track results in real-time
Live, shareable report tracks
campaign results including:

 **Number of impressions**

 **Clicks**

 **Geographical locations**



Choose Your Campaign

Get started by choosing between one of our three campaign packages.

SECTION
\$250



GUARANTEED VIEWS:
10,000



DURATION:
1 Month

PRINCIPAL
\$550



GUARANTEED VIEWS:
25,000



DURATION:
1 Month

MAESTRO
\$1050



GUARANTEED VIEWS:
50,000



DURATION:
1 Month

Ad Requirements

Universal Ad Sizes (Required)

This is a set of four display ad sizes which are universally accepted across the web - these sizes are necessary to launch your ad retargeting campaign (in pixels, width x height):

- 300 x 250
- 728 x 90
- 160 x 600
- 180 x 150

IAB Rising Stars (Optional)

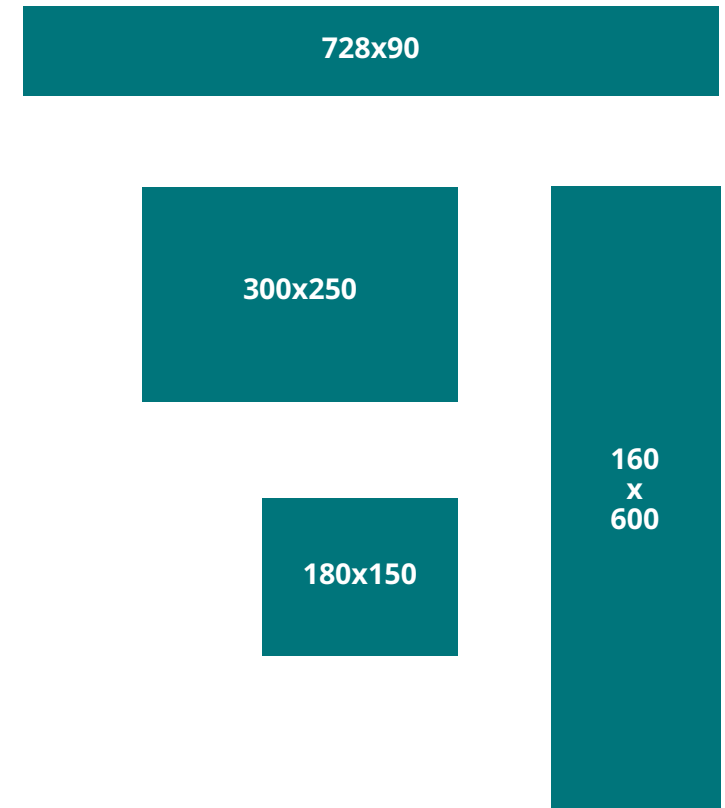
The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

- 970 x 250
- 300 x 600
- 320 x 250
- 300 x 1050
- 970 x 90

Ads must match pixel dimensions exactly for launch.

Acceptable File Format: .png, .jpg, .gif.

The maximum file size of each creative that can be uploaded to Feathr is 200MB.



Not sure what to put on your ad?

Let us know! We can send you a digital ad best practices guide.



KALAMAZOO
SYMPHONY
ORCHESTRA

Who Attends the Symphony?

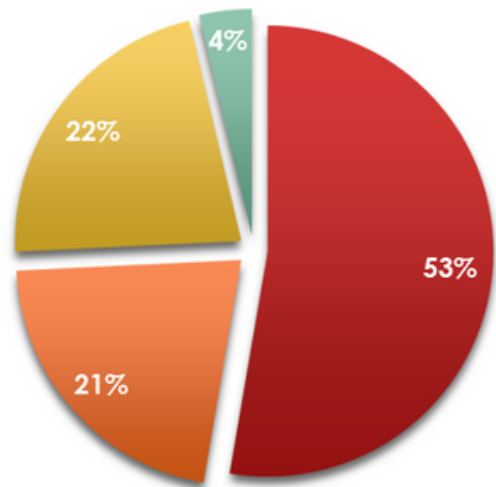
Our Audience.



Who Attends the Symphony?

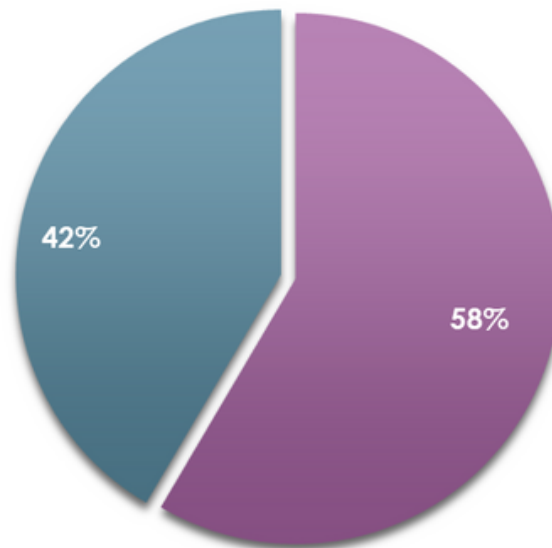
Sure, Symphony audiences are growing...But who are they?

Top Ticket Buyer Zip Codes



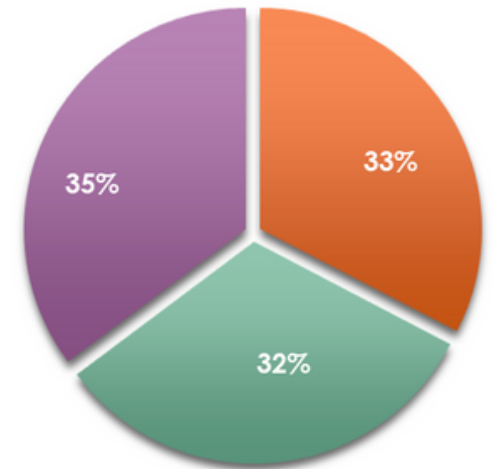
- Kalamazoo
- Portage
- Texas Charter Township
- Richland

Who Attends the Symphony (based on website sales)



- Female
- Male

Who Attends the Symphony (based on website sales)



- 18-34
- 35-54
- 55+

Who Attends the Symphony?

Sure, Symphony audiences are growing...But who are they?

\$75,000

**ANNUAL
INCOME**

Nearly half of KSO patrons earn annual incomes over \$75,000.

50%

HOLD DEGREES

50% of KSO patrons hold bachelors or advanced degrees.



KALAMAZOO
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ORCHESTRA

Corporate Sponsorship

**Promote Your Business.
Support Our Community.**



Corporate Sponsorship

Promote Your Business. Support Our Community.

The Kalamazoo Symphony also offers a variety of Corporate Sponsorship packages that can be tailored to fit your business needs. From client benefits, team building, corporate outings, or brand exposure, these packages fit any corporate need.



Sponsorship Benefits Can Include:

- Program Book Ad
- Logo placement in print and digital materials
- Donor Lounge Invitation for guests
- Concert tickets for you and your guests
- And more!



Our Reach Becomes Your Reach:

- **50,000** people are reached through performances every season
- **14,000** programs printed
- **9,600** followers between Facebook and Instagram
- **400,000** website page views annually
- **15,000** tickets printed seasonally
- **30,000** pieces of mail printed
- **9,500** e-club members

Corporate Sponsorship

Examples of Corporate Sponsorship Opportunities

Masterworks Series Sponsor | \$20,000

Benefits Can Include:

- Full page ad in Masterworks program books
- 10 donor lounge passes per concert
- Logo in print materials, website pages, and concert signage
- Invitation to annual open rehearsal for six (6) guests
- 40 series tickets
- 20% off of series concerts for employees

~~SOLD! Craft Music Series Sponsor |~~ ~~\$10,000~~

Benefits Can Include:

- Logo in print materials, website pages, and concert signage
- Logo on concert programs
- Invitation to annual open rehearsal for six (6) guests
- Season-long logo placement on sponsor web page and program listing
- 20 series tickets
- 20% off of series concerts for employees

Concert Presenter | \$5,000

Benefits Can Include:

- Full page ad in sponsored concert program book (where applicable)
- Eight (8) VIP donor lounge passes for sponsored concert (applicable for Miller performances)
- Opportunity for a representative to give pre-concert curtain talk
- Invitation to annual open rehearsal for six (6) guests
- Eight (8) concert tickets
- 20% off of concert tickets for employees

Concert Sponsor | \$2,500

Benefits Can Include:

- Half page ad in sponsored concert program book (where applicable)
- Four (4) VIP donor lounge passes for sponsored concert (applicable for Miller performances)
- Invitation to annual open rehearsal for six (6) guests
- Four (4) concert tickets
- 20% off of concert tickets for employees