

Advertise with the New York Youth Symphony to reach 15k members of the music community!

The NYYS Student Handbook targets over 260 of the areas most talented student musicians (ages 12–22) and their parents. Student Handbooks are distributed digitally to every student and parent in our Orchestra, Chamber Music, Jazz, Composition, Musical Theater Songwriting, and Conducting programs. NYYS students rely on their handbook for important information on season schedules, program policies, and more, so your ad gets repeated views throughout the season!

Eblasts: The NYYS marketing team deploys approximately 80 eblasts each season to an audience of over 7,500 that includes patrons, ticket buyers, alumni, current students, parents, and an extensive network of professional musicians. Select “Eblast Inclusion” to have your image and 50 words of copy included in an eblast from our season schedule. Have more to say? Send a dedicated eblast to current NYYS students and parents! This option is popular for higher education institutions.

Eblast placement is subject to availability in the 20/21 eblast schedule. Eblasts are deployed on Tuesdays and Thursdays throughout the 20/21 season. Please email jstolen@nyys.org to reserve your date.

The NYYS website (nyys.org) receives over 5,500 unique visitor each month. What better way to get eyes on your ad than to have an image and 208 characters about your organization placed in our sidebar for a month? Our event calendar and program information pages receive the most views.

The New York Youth Symphony Concert Program will be distributed at 10 concerts throughout the New York area at venues including Dizzy’s Club at Jazz at Lincoln Center, Weill Recital Hall at Carnegie Hall, Symphony Space, Joe’s Pub at the Public Theater, Scandinavia House, and TheTimesCenter. Over 1,500 music lovers are anticipated to attend New York Youth Symphony’s performances this season.

Note: should government restrictions prevent concerts from happening in person, this medium will be adapted as a digital asset, with an even greater reach.

Please submit your reservation form and assets by the deadlines in the table below to ensure inclusion.

Questions? Email John Stolen, NYYS Director of Marketing at jstolen@nyys.org.

Submission Deadlines

Placement	Reservation Form	Assets
Student Handbook	Monday, August 31, 2020	Tuesday, September 8, 2020
Eblast (inclusion or targeted)	Thursday, October 1, 2020	1 month prior to deployment
Web	Thursday, October 1, 2020	2 weeks prior to run
Concert Program	Monday, January 4, 2021	Monday, February 1, 2021

SPECIAL OFFER FOR COLLEGES/UNIVERSITIES!

Each fall the NYYS hosts an *Applying to Colleges* workshop at which representatives from colleges and universities are invited to discuss their admission process, and provide tips and feedback for students who preparing to choose a path through college. Previous participants have included The Juilliard School of Music, Vanderbilt University, Oberlin University, and more. Student and parents take this opportunity to ask questions and get tips on how to be a strong candidate, and whether to pursue a double major, a minor, or joint program. This year’s panel will be hosted virtually on Zoom, on **Wednesday, October 28, 2020**.

Colleges and universities who select ad placements equal to or greater than \$500 will be invited to join as a panelist.

*Please submit your ad reservation by **Thursday, October 1, 2020** to be invited to join this workshop.*

Digital

All advertisements are run in full-color unless otherwise stated.

Qty	Placement	Duration	Audience	Reach	Cost
	Student Handbook Inside Front Cover (8.5"w x 11"h)	Full Season	NYYS Students and Parents	260	\$1,050
	Student Handbook Full Page (8.5"w x 11"h)	Full Season	NYYS Students and Parents	260	\$970
	Student Handbook Half Page (8.5"w x 5.5"h)	Full Season	NYYS Students and Parents	260	\$575
	Student Handbook Quarter Page (4.25"w x 5.5"h)	Full Season	NYYS Students and Parents	260	\$315
	General Eblast inclusion: Primary Spot 1 hyperlinked image (800 x 1200 pixels) 50 words <i>Subject to Schedule Availability</i>	1-time	NYYS Patrons, Ticket Buyers, Alumni, Students, Parents	7500+	\$450
	General Eblast Inclusion: Secondary Spot 1 hyperlinked image (800 x 1200 pixels) 50 words <i>Subject to Schedule Availability</i>	1-time	NYYS Patrons, Ticket Buyers, Alumni, Students, Parents	7500+	\$250
	Targeted Eblast - NYYS Families	1-time	NYYS Students and Parents	800	\$500
	Web 1 hyperlinked image (265 x 200 pixels) 200 characters	1 month	NYYS Patrons, Ticket Buyers, Alumni, Students, Parents	5500+	\$350

Print*

Qty	Placement	Duration	Audience	Reach	Cost
	Concert Program Back Cover (5.5"w x 8.5"h)	Full Season	NYYS Patrons, Ticket Buyers, Alumni, Students, Parents	1500+	\$1,300
	Concert Program Inside Front Cover (5.5"w x 8.5"h)	Full Season	NYYS Patrons, Ticket Buyers, Alumni, Students, Parents	1500+	\$1,200
	Concert Program Inside Back Cover (5.5"w x 8.5"h)	Full Season	NYYS Patrons, Ticket Buyers, Alumni, Students, Parents	1500+	\$1,200
	Concert Program Full Page (5.5"w x 8.5"h)	Full Season	NYYS Patrons, Ticket Buyers, Alumni, Students, Parents	1500+	\$1,100
	Concert Program Half Page (5.5"w x 4.25"h)	Full Season	NYYS Patrons, Ticket Buyers, Alumni, Students, Parents	1500+	\$1,025
	Concert Program Business Card (3.5"w x 2"h)	Full Season	NYYS Patrons, Ticket Buyers, Alumni, Students, Parents	1500+	\$760

**Subject to be adapted for digital in case of COVID-19 contingency plan*

Total:	\$
---------------	----

ADVERTISER INFORMATION

Organization/Company _____

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ Email _____

For NYYS Web Listings link url _____

PAYMENT INFORMATION

Biling Contact (if different) _____ Email _____

Preferred Payment Method INVOICE CHECK CREDIT CARD

Credit Card Information: Visa Mastercard Amex Discover (circle one)

Card Number _____

Expiration _____ CVV _____

Name on card _____ Billing Zip _____

Signature _____

Please complete form and return to jstolen@nyys.org by the appropriate deadline to ensure inclusion.