

Concert Program & Musician Handbook Print Advertising**Audience Reach**
2,500+**Distributed at**
15 performances

The **New York Youth Symphony Concert Program** is distributed at 12 concerts throughout the New York area at venues including Dizzy's Club *Coca-Cola*, Weill Recital Hall at Carnegie Hall, National Sawdust, Joe's Pub at the Public Theater, Scandinavia House, and TheTimesCenter. **Over 2,500** music lovers attend New York Youth Symphony's performances each season.

The **Musician Handbook** targets **over 400** of the areas' most talented student musicians (ages 12-22), and their families and friends. Musician Handbooks are distributed to every student and parent in our Orchestra, Chamber Music, Jazz, Composition, and Conducting programs.

Increase impact of your print ad with Premium Add-On**Visits per Month**
5,000+**Followers**
10k+**NYYS Website & Social Media Ad**

NYYS website and social media platforms attract 13,000+ views per month, including: students, parents, alumni, and more.

- Image (265x200 pixels) and link on the NYYS 2019/2020 Event Calendar page *
- 200 characters in NYYS student and parent portal
- One post on Facebook, Twitter and Instagram per month (6 total) *

*Please see Spec and Ad examples page

Musician Handbook	Concert Program
Submit reservation & artwork by 8/12/19	Submit reservation & artwork by 10/01/19
<input type="checkbox"/> Back Cover - COLOR (8 1/2" x 11") \$1,050	<input type="checkbox"/> Back Cover - COLOR (5 1/2" x 8 1/2") \$1,300
<input type="checkbox"/> Inside Front Cover - COLOR (8 1/2"x 11") \$970	<input type="checkbox"/> Inside Cover - COLOR (5 1/2" x 8 1/2") \$1,200
<input type="checkbox"/> Inside Back Cover - COLOR (8 1/2"x 11") \$970	<input type="checkbox"/> Full Page COLOR (5 1/2" x 8 1/2") \$1,100
<input type="checkbox"/> Full Page - BW (8 1/2"x 11") \$890	<input type="checkbox"/> 1/2 Page - COLOR (5 x 1/2" x 4 1/2") \$1,025
<input type="checkbox"/> 1/2 Page - BW (8 1/2"x 5 1/2") \$575	<input type="checkbox"/> Business Card - COLOR (3 1/2" x 2") \$760
<input type="checkbox"/> 1/4 Page - BW (4 1/4"x 5 1/2") \$315	
<input type="checkbox"/> 10% off ad space in BOTH Musician Handbook and Concert Program	
	SUBTOTAL _____
Premium Add-on	
<input type="checkbox"/> Website and Social Media Ad \$500	
	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 _____

Musician Handbook and Concert Program Advertisement

SPECIFICATIONS

- Color ads: PDF; BW ads: PDF, grayscale
- PDF files must be press quality with all fonts embedded
- All advertisements are full bleed but to ensure quality, please include 1/4" margin for copy and logos

We Now Offer Digital Ad Space!

Web ads include organization name and link as an image. Listing will run November-May. Social media content posts includes 1 post per month to our audience of over 10k followers.

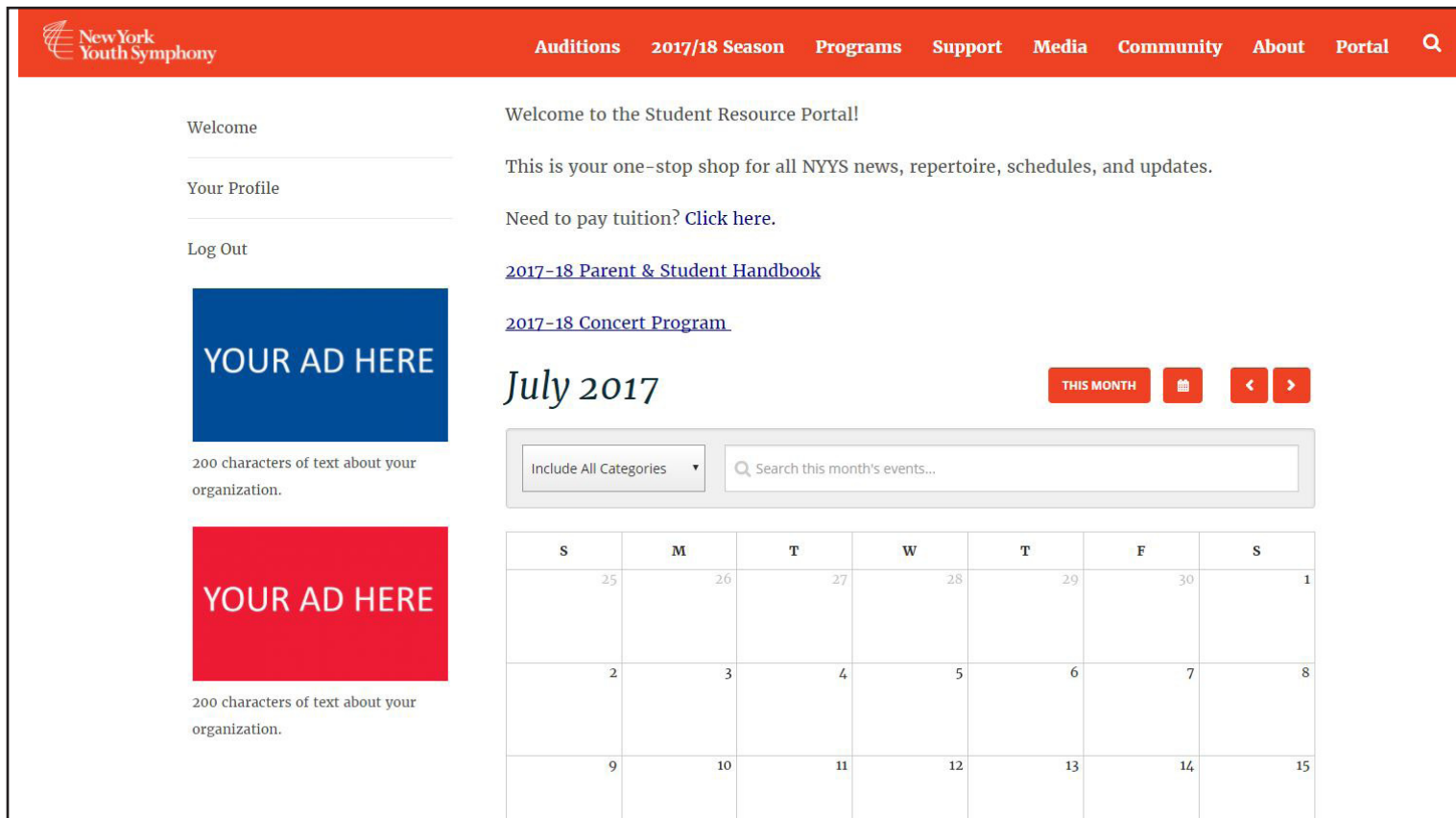
Facebook: Images should be 1200x900 pixels. Caption copy may contain up to 300 characters.

Twitter: Optimal image size is 560x253 (collapsed)/1024x512 pixels (expanded). Copy may contain up to 280 characters.

Instagram: Images should be 1080x1080pixels. Caption copy may include up to 300 characters and may include up to 3 hashtags.

Website Ads

Please provide your choice of image (265x200 pixels) and link. Advertisements will be featured on the NYYS 2019/2020 Event Calendar page. See example below.



The screenshot shows the NYYS website interface. At the top is a red navigation bar with the NYYS logo and menu items: Auditions, 2017/18 Season, Programs, Support, Media, Community, About, Portal, and a search icon. The main content area is white. On the left, there is a sidebar with a 'Welcome' message, 'Your Profile' link, and 'Log Out' link. Below this are two advertisement slots: a blue one with 'YOUR AD HERE' and a red one with 'YOUR AD HERE', each with a placeholder for 200 characters of text. The main content area on the right says 'Welcome to the Student Resource Portal!' and provides links for '2017-18 Parent & Student Handbook' and '2017-18 Concert Program'. Below this is a calendar for July 2017, with a search bar and a dropdown menu set to 'Include All Categories'. The calendar shows days from 1 to 15.