



Concert Program Advertising Rates

Reach an audience of 3,000 plus with your advertisement in our Concert Program. Target our student musicians, ages 12-22, and their families, friends and surrounding community. Throughout the **New York Youth Symphony's** season **Concert Programs** are distributed at venues such as **United Palace Theatre, Thalia at Symphony Space, Weill Recital Hall at Carnegie Hall, Dizzy's Club Coca-Cola at Jazz at Lincoln Center, National Arts Club** and the **Tenri Cultural Institute**.

Ad size	Width x Height	Rate
Back Cover - COLOR	5 1/2" x 8 1/2"	\$850
Inside Cover - COLOR	5 1/2" x 8 1/2"	\$750
Full Page – COLOR	5 1/2" x 8 1/2"	\$650
1/2 Page – COLOR	5 1/2" x 4 1/2"	\$575
Business Card - COLOR	3 1/2" x 2"	\$450

SPECIFICATIONS

- Color ads: PDF
- BW ads: PDF, grayscale
- PDF files must be press quality with all fonts embedded
- All advertisement bleeds; please include 1/4" bleed on all sides
- To ensure quality, please place all text and logos at least 1/4" from edge

DEADLINES

Please submit reservation form & artwork by: **September 23, 2016**

QUESTIONS? advertising@nyyouthsymphony.org • (212) 581-5933

10% DISCOUNT

Reserve ads in both **Musician Handbook** and **Concert Program** and receive **10% OFF** total price.

DIGITAL ADS

We are currently developing a NYYS mobile app with the potential for digital/content ad space. Please check back with us in a few months for mobile digital ad space pricing.



Concert Program Ad Reservation

Deadline: September 23, 2016

Step 1: Select Ad Size

- | | |
|--|-------|
| <input type="checkbox"/> Back Cover | \$850 |
| <input type="checkbox"/> Inside Cover | \$750 |
| <input type="checkbox"/> Full Page | \$650 |
| <input type="checkbox"/> 1/2 Page Horizontal | \$575 |
| <input type="checkbox"/> Business Card | \$450 |

Step 2: Contact Info

Organization (please print)

Contact Name

Title

Address

Email

Phone number

Step 3: Payment

Check Discover MasterCard Visa Bill me later

Credit Card Number

Exp

Authorized Signature (if paying by credit card) _____

Step 4: Send

(1) Reservation form (**Deadline: September 23, 2016**)

- by fax: (212) 582-6927
- by e-mail attachment: advertising@nyyouthsymphony.org
- by mail: New York Youth Symphony
Attn: Advertising
110 W. 40th Street, Suite 1503
New York, NY 10018

(2) Artwork (**Deadline: September 23, 2016**)

- by e-mail attachment: advertising@nyyouthsymphony.org



Musician Handbook Advertising Rates

Advertise in our **Musician Handbook** and target student musicians, ages 12-22, and their families, friends and surrounding community. **Musician Handbooks** are distributed to every student in our **Orchestra, Chamber Music, Jazz, Composition and Conducting programs**.

Ad size	Width x Height	Rate
Back Cover – COLOR	8 1/2" x 11"	\$1,850
Inside Front Cover – COLOR	8 1/2" x 11"	\$1,600
Inside Back Cover – COLOR	8 1/2" x 11"	\$1,600
Full Page – BW	8 1/2" x 11"	\$1,250
1/2 Page – BW	8 1/2" x 5 1/2"	\$1,025
1/4 Page – BW	4 1/4" x 5 1/2"	\$700

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DEADLINES

Please submit **reservation form & artwork** by **July 30, 2016**

QUESTIONS? advertising@nyyouthsymphony.org • (212) 581-5933

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Musician Handbook Ad Reservation

Deadline: July 30, 2016

Step 1: Select Ad Size

<input type="checkbox"/> Back Cover – COLOR	\$1,850
<input type="checkbox"/> Inside Front Cover – COLOR	\$1,600
<input type="checkbox"/> Inside Back Cover – COLOR	\$1,600
<input type="checkbox"/> Full Page – BW	\$1,250
<input type="checkbox"/> 1/2 Page – BW	\$1,025
<input type="checkbox"/> 1/4 Page – BW	\$700

Step 2: Contact Info

Organization (please print) _____

Contact Name _____

Title _____

Address _____

Email _____

Phone number _____

Step 3: Payment

Check Discover MasterCard Visa Bill me later

Credit Card Number _____

Exp _____

Authorized Signature (if paying by credit card) _____

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