



Become part of ESYO's exciting 2019-2020 Season!

Benefits of Advertising in ESYO's Playbills

- Support the Capital Region's premier organization for young musicians—today's students, tomorrow's professional musicians, engineers, lawyers, educators, doctors, developers, and leaders.
- Communicate your message to audiences who:
 - Range in size from 500 to 1,000 per concert.
 - Come from a diverse market: arts-oriented, community-minded families.
- Help maintain the quality of life that attracts new businesses and employees to the region.

Your advertising dollars...

- Help ESYO provide free music instruction to underserved youth in Albany and Schenectady.
- Provide tuition assistance for ESYO musicians in need. ESYO has never turned away a qualified musician due to economic hardships.

Deadline for orders: September 16, 2019

Deadline for copy: September 23, 2019

2019-2020 Season Playbill Ad Reservation Form

Company Name

Contact Name & Title

Email

Phone

Business Address

City/State/Zip Code

I hereby authorize ESYO to reserve the following advertising space in accordance with the rates listed.

Authorized Advertiser Signature

Date

FULL SEASON ADVERTISING

Our playbill is distributed 3-times throughout the season at the following performances:

- November 2, 2019: Symphony Orchestra at Troy Savings Bank Music Hall featuring ESYO Alumnus & Chicago Symphony Orchestra Assistant Principal Cellist Kenneth Olsen
- April 26, 2020: Symphony Orchestra at Troy Savings Bank Music Hall featuring Concerto Competition Winner
- May 2, 2020: Repertory Orchestra & String Orchestra at Zankel Music Center (Skidmore College)

AD SPECS

Ad must be supplied. A PDF with fonts embedded is preferred. A .jpeg or .tif file with resolution of 300 dpi at 100% is also acceptable. Please submit final ad by email to rphan@esyoy.org by **September 23, 2019**.

I will be sending a new ad.

Please use the same ad that was used last year.

SPECIAL PLACEMENT OPTIONS

The program covers (back, and inside front and back) are reserved for full-page messages from season and concert sponsors. Please contact us at info@esyoy.org or 518.382.7581 for corporate sponsorship opportunities.

PAYMENT

Payment Type:

- Check: Payable to Empire State Youth Orchestra
 Please send invoice
 Credit Card
- | | |
|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Mastercard | <input type="checkbox"/> VISA |
| <input type="checkbox"/> AMEX | <input type="checkbox"/> Discover |

Please complete following for the **CREDIT CARD HOLDER**:

Card Number _____

Expiration Date _____ CVV _____

Card Holder Name _____ Signature _____

Billing Address _____ City/State/Zip Code _____

SEND THIS FORM TO: Empire State Youth Orchestra, 432 State Street, Schenectady, NY 12305

QUESTIONS? Contact Rosalie Phan, Marketing Manager | rphan@esyoy.org | 518.382.7581

PLEASE SELECT YOUR AD SIZE

FULL PAGE COLOR

FULL PAGE COLOR | \$1125
5"W x 8" H

HALF PAGE COLOR | \$675
5"W x 3.875"H

QUARTER PAGE COLOR | \$475
 Vertical: 2.375"W x 3.875"H
 Horizontal: 5"W x 1.875"H

EIGHTH PAGE COLOR | N/A

BLACK & WHITE

FULL PAGE B/W | \$925
5"W x 8" H

HALF PAGE B/W | \$475
5"W x 3.875"H

QUARTER PAGE B/W | \$275
 Vertical: 2.375"W x 3.875"H
 Horizontal: 5"W x 1.875"H

EIGHTH PAGE B/W | \$175
2.375" W x 1.875" H