

# Program Advertising



The **Wisconsin Chamber Orchestra** brings audiences from Madison and the surrounding region, reaching over 250,000 people each year. The rates outlined in this packet are for the 23/24 Masterworks Concert Series, the performance of *Harmony in Black*, and the performances of Handel's *Messiah*. See the full season line up below.

## Our Seasons

- Five Masterworks concerts in the Capitol Theater at the Overture Center (1089 capacity).
- One performance of *Harmony in Black* in the Capitol Theater at the Overture Center.
- Two performances of Handel's *Messiah* at Bethel Lutheran Church (1000 capacity).
- Reach is over 5000 attendees with plans to see 25% growth in the 23/24 season.
- Who is our audience? Mostly ages 50+ affluent arts lovers.

## Why Advertise with Wisconsin Chamber Orchestra?

- **Promote** your product or business from November through April, including the holidays.
- **Gain** exposure to Madison residents and university students.
- **Increase** visibility and brand recognition for your business.
- **Create** a positive company reputation by showing your support for a local arts organization.
- **Access** a unique market due to the diverse audience of the WCO.

# Program Advertising



The **Wisconsin Chamber Orchestra** brings audiences from Madison and the surrounding region, reaching over 250,000 people each year. Concerts on the Square has been a favorite Madison summer tradition for over 40 years.

## Our Season

- Six outdoor concerts on Wednesdays at the Capitol Square (6/26, 7/3, 7/10, 7/17, 7/24, and 7/31). In case of inclement weather, rain dates are on Thursdays (6/27, 7/4, 7/11, 7/18, 7/25, and 8/1).
- Who is our audience? Concerts on the Square has the broadest reach of all our programming. It captures ages 2 to 90+, a variety of social groups and income levels.

Program		Full Page Color	Full Page B&W	1/2 Page Color	1/2 Page B&W	1/4 Page Color	1/4 Page B&W
Concerts on the Square	6x	\$2500	\$2000	\$1700	\$1400	\$900	\$700

## Ad Sizes

- FULL PAGE: 4.625 x 7.625 in
- FULL PAGE + BLEED: 5.375 x 8.375 in + 0.125 in bleed
- HALF PAGE HORIZONTAL: 4.625 x 3.75 in
- HALF PAGE VERTICAL: 2.25 x 7.625 in
- QUARTER PAGE: 2.3125 x 3.75 in

**Payment Due: May 19, 2024 / Artwork Due: May 26, 2024**

- File Formats accepted: PDF, Adobe Illustrator, InDesign, or Photoshop design packages
- Bleed artwork is designed without any graphic elements or text within 0.25 in from final trim size
- Program trim size: 5.375 in x 8.375 in

Art Submissions / Questions: Contact Emily Vaillancourt at [emilyv@wcoconcerts.org](mailto:emilyv@wcoconcerts.org) / 608.257.0638 x 109