media kit

Why spend your advertising dollars with the League of American Orchestras?

The League offers access into the world of symphony orchestras like no other organization can! Whether you are looking to secure engagements for your artists, introduce our readers to your product, or just reinforce your brand, the League’s award-winning magazine and news channels are a wonderful way to keep your message front and center in the minds (and hearts) of our readers.

*There is no better place to spend your advertising dollars—Symphony and the League’s digital platforms reach high-level decision-makers at orchestras across the United States and beyond.*

“I advertise in Symphony magazine because it’s an indispensable, elegantly produced forum for everyone involved with orchestras.”

—Dan Kamin
Comedy Concertos

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org.

[Syphony.org](http://syphony.org)
inside this media kit

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Inside back cover Advertising Contract
NEW THIS YEAR! — League Leading and Orchestra Boardroom Newsletters

The League of American Orchestras has two new e-newsletters that are now available for quarterly sponsorship:

League Leading – This quarterly newsletter is emailed to the League’s entire database and provides orchestra fans with an update on what’s happening at the League of American Orchestras.

Orchestra Boardroom – Quarterly news and notes specifically for boards of directors and CEOs at all the League’s member orchestras.

It’s Good to Belong...

Members continue to receive a 15% discount on rack rate (non-member) pricing. Keeping your business membership up to date helps ensure that your organization receives not only the advertising discount, but also that everyone on your staff has access to the daily Hub news site. It also allows for your participation as an exhibitor at the League’s National Conference in June 2020. To join or renew your business membership, contact our member services team at 646 822 4074 or member@americanorchestras.org. You may also join or renew online at www.americanorchestras.org/join.

Sponsorship Opportunities

Sponsorship opportunities with the League of American Orchestras can be paired with advertising to create multiple exposure points in front of League member orchestras throughout the year. Contact Steve Alter at 646 822 4051 or salter@americanorchestras.org to start the discussion.

Mailing Lists

Business Members continue to receive a 50% discount on all League of American Orchestras mailing lists. We have dozens of lists to choose from, or create your own lists based on the market you are trying to reach. Mailing List Service: http://ow.ly/Auutd
The quarterly magazine of the League of American Orchestras, *Symphony* reports on the critical issues, trends, personalities, and developments of the orchestra world. Every issue includes news, provocative essays, in-depth articles, and cutting-edge research relevant to the entire orchestra field.

*Symphony* takes readers behind the scenes to meet the people who are making a difference in the orchestra world, while revealing the strategies and tactics that are helping orchestras meet today’s challenges. *Symphony* is an unparalleled source of meaningful information about orchestras, for orchestras.

**NEW!**

**League Leading**

This quarterly newsletter is emailed to the League’s entire database and provides orchestra fans with an update on what’s happening at the League of American Orchestras.

**Orchestra Boardroom**

Quarterly news and notes specifically for boards of directors and CEOs at all the League’s member orchestras.

**Notes for Executive Directors**

This bi-weekly email blast keeps executive directors up to the minute on what they need to know from the League.

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To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. symphony.org
reach orchestral decision-makers at nearly 700 American orchestras!

<table>
<thead>
<tr>
<th>Circulation Information</th>
<th>Total Readership</th>
<th>Frequency</th>
<th>Demographic Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symphony</td>
<td>54,000 per issue</td>
<td>quarterly</td>
<td>executive directors, artistic administrators, board members, donors, media, funders, and senior-level executives</td>
</tr>
<tr>
<td>SymphonyOnline</td>
<td>4,000 per issue</td>
<td>quarterly</td>
<td>same as above and open access to all through symphony.org</td>
</tr>
<tr>
<td>The Hub</td>
<td>71,500 page views</td>
<td>updated M-F</td>
<td>homepage and Help Yourself are open to all; member-only access to read full stories</td>
</tr>
<tr>
<td>Notes for Executive Directors</td>
<td>700 per email</td>
<td>bi-weekly</td>
<td>all executive directors of member orchestras</td>
</tr>
<tr>
<td>League Leading</td>
<td>35,000 per email</td>
<td>quarterly</td>
<td>all email addresses in the League’s database</td>
</tr>
<tr>
<td>Orchestra Boardroom</td>
<td>9,000 per email</td>
<td>quarterly</td>
<td>boards of directors and CEOs of League member orchestras</td>
</tr>
</tbody>
</table>

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. symphony.org
Maximize your reach with one of these pre-packaged options

**Bronze**

**The Bronze Package**
A digital-media and email package that targets our online readers.
3 six-week large banner placements on **The Hub**
2 **executive director** email blasts
$2,500 (a savings of 20% if individually priced)

**Silver**

**The Silver Package**
Use incremental ads throughout the year to market your product or artist.
2 one-half page, four-color ads in **Symphony**
2 six-week large banner placements on **The Hub**
2 **executive director** email blasts
$4,500 (a savings of 20% if individually priced)

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. [symphony.org](http://symphony.org)
The Gold Package

Keep your product or artist in front of our readers through strategically timed placements throughout the year without having to rob the bank.

- 2 full-page, four-color ads in *Symphony*
- 2 six-week large banner placements on *The Hub*
- 3 executive director email blasts
- One-year complimentary business membership with the League
- $6,500 (a savings of 20% if individually priced)

The Platinum Package

Enjoy maximum exposure to the orchestral world.

- 4 full-page, four-color ads in *Symphony*
- 12 month placements of banner ads on *The Hub*
- 4 executive director email blasts
- One-year complimentary business membership with the League
- One complimentary registration to the League’s National Conference
- $15,000 (a savings of 30% if individually priced)

Don’t see a package that appeals to you?
We can work with you to find the perfect amount of exposure to fit within most budgets!
Call Steve Alter at 646 822 4051 or email at salter@americanorchestras.org.

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org.
symphony.org
Symphony magazine

Editorial Calendar

**Winter 2020 (January)**

This issue is a reader favorite! It includes the annual directory of League members and spotlights emerging classical artists.

**Reservation Due: 11/08/19  Materials Due: 12/02/19**

**Spring 2020 (April)**

This issue includes our annual listing of worldwide music festivals including locations, schedules, and artists.

**Reservation Due: 01/31/20  Materials Due: 02/28/20**

**Summer 2020 (June)**

Our most widely distributed issue, given to delegates at the League’s National Conference to be held in Minneapolis/St. Paul in 2020.

**Reservation Due: 04/10/20  Materials Due: 05/01/20**

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. symphony.org
The Tallahassee Symphony Orchestra (TSO) is a vibrant and growing orchestra located in the heart of Tallahassee, Florida. The TSO is led by Music Director and Conductor, James V. James, and is committed to bringing high-quality orchestral music to the community.

The TSO performs a wide range of music, from classical favorites to contemporary pieces, and is dedicated to engaging and connecting with audiences of all ages and backgrounds. The orchestra is deeply committed to fostering a diverse and inclusive environment, and strives to make its programming accessible and enjoyable for everyone.

In addition to its regular concert season, the TSO also presents a variety of educational and outreach programs, including school residencies, community concerts, and family-friendly performances. These initiatives are designed to introduce new audiences to the magic of live orchestral music and to inspire a love of the arts.

The TSO is proud to be a part of Tallahassee's cultural landscape and to contribute to the rich tapestry of artistic expression that defines the city. Through its performances and educational programs, the TSO aims to bring people together and to create a shared sense of community and celebration through the power of music.
### Advertising Rates

#### Display Advertising Rates (Net rate after agency discount)

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4-Color</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,640</td>
<td>$3,125</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,180</td>
<td>$2,585</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,805</td>
<td>$2,150</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,475</td>
<td>$1,760</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,150</td>
<td>$1,400</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$965</td>
<td>$1,180</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Black and White</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,995</td>
<td>$2,360</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,555</td>
<td>$1,840</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,180</td>
<td>$1,400</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$875</td>
<td>$1,045</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$530</td>
<td>$630</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$345</td>
<td>$415</td>
</tr>
</tbody>
</table>

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org.

[Symphony.org](http://symphony.org)
Symphony advertising rates continued

Cover Rates  (Add $675 for Four-color Cover Rates)

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-member</th>
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</thead>
<tbody>
<tr>
<td>Inside front</td>
<td>$2,460</td>
<td>$2,915</td>
</tr>
<tr>
<td>Inside back</td>
<td>$2,225</td>
<td>$2,635</td>
</tr>
<tr>
<td>Back cover</td>
<td>$2,385</td>
<td>$2,830</td>
</tr>
</tbody>
</table>

Special Advertising Options

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band</td>
<td>$4,500</td>
</tr>
<tr>
<td>French Gate Cover</td>
<td>$6,200</td>
</tr>
</tbody>
</table>

Priced Upon Request

- Gate Fold Cover
- Four-page Cover Wrap
- Tip-in Promotional Posters

Preferred Placement

Special placement (other than covers) available for an additional 15% of total (space plus color). Requests for specified position cannot be guaranteed unless a position premium is specified on the insertion order.

SymphonyOnline

The above rates include complimentary placement in SymphonyOnline and a link to your company’s website.

Multiple Insertion Discounts

Additional discounts available for multiple placements. Contact Steve Alter for details.

Surcharge

A 25% surcharge will be added to any ad that is submitted to us as a mechanical, on film, or electronically in a form that requires additional layout or process work.

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. symphony.org
Graphic Design

Graphic design services may be available at an additional charge.

Ad Sizes

The TRIM SIZE for Symphony is 8 1/2” x 10 7/8”.

<table>
<thead>
<tr>
<th>Ad Size (in inches)</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>8</td>
<td>10 3/8*</td>
</tr>
<tr>
<td>Full w/bleed</td>
<td>8 3/4</td>
<td>11 1/8**</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4 5/8</td>
<td>10</td>
</tr>
<tr>
<td>1/2 horz.</td>
<td>7</td>
<td>4 7/8</td>
</tr>
<tr>
<td>1/2 vert.</td>
<td>4 5/8</td>
<td>7 1/2</td>
</tr>
<tr>
<td>1/3 horz.</td>
<td>4 5/8</td>
<td>4 7/8</td>
</tr>
<tr>
<td>1/3 vert.</td>
<td>2 1/4</td>
<td>10</td>
</tr>
<tr>
<td>1/6 horz.</td>
<td>4 5/8</td>
<td>2 1/4</td>
</tr>
<tr>
<td>1/6 vert.</td>
<td>2 1/4</td>
<td>4 7/8</td>
</tr>
<tr>
<td>1/12 vert.</td>
<td>2 1/4</td>
<td>2 3/8</td>
</tr>
<tr>
<td>Back cover</td>
<td>8 3/4</td>
<td>8 7/8*</td>
</tr>
</tbody>
</table>

* 1/4” white border will surround ad artwork. If you don’t want a border, please supply artwork with a full bleed
** safety margin: keep all important matter 1/4” inside trim size (3/8” inside the edges)

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. symphony.org
Production Requirements for Symphony Advertising Materials

All ads must be submitted as press-ready PDF files.

File construction guidelines:

- Build documents to the ad size dimensions on the facing page. If a full-page ad bleeds, extend bleed elements 1/8” beyond magazine trim size and make sure final output includes the bleed area (see diagram on page 15).
- Do not include bleed, trim, or crop marks.
- Do not apply style attributes to basic fonts.
- Be sure to link fonts present in imported graphics.
- All continuous tone images must have a resolution of at least 300 dpi at 100%. Scanned black and white line art should have a minimum resolution of 800 dpi at 100%.
- All color images must be in CMYK mode.
- Place all elements at 100% size.
- Do not rotate or crop images in the layout program. Use an image editing program (Photoshop, Illustrator) to manipulate before importing.
- Do not nest EPS files in other EPS files.
- Do not embed ICC profiles within images.
- Four-color solids and images should not exceed SWOP maximum density of 286%.

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. symphony.org
What and Where to Send

PDF File Submission: Files may be submitted to salter@americanorchestras.org OR submit the files directly to us through your web browser or a program such as Dropbox.com. Contact Steve Alter at 646 822 4051 or salter@americanorchestras.org for further details.

Proofs: Neither the League of American Orchestras nor its printer is liable for the quality or content of ads not properly created for press purposes. Please contact Steve Alter at 646 822 4051 for the address to which all proofs should be mailed. (The League offices will be moving in late 2019 or 2020.)

See last page for rate card provisions.

Contact Information: For ad questions or deadlines, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. For production questions, contact Mike Rush at 646 822 4017 or mrush@americanorchestras.org.

Advertising

Steve Alter, Director of Advertising 646 822 4051
Mike Rush, Production and Design Manager 646 822 4017

Editorial

Robert Sandla, Editor in Chief
Jennifer Melick, Managing Editor

For editorial inquiries, please email editor@americanorchestras.org.
A bleed is a printed area that extends beyond the actual page size and is trimmed off during manufacturing. To ensure that backgrounds and other design elements print all the way to the edge of the finished page without white gaps potentially appearing, a bleed must be included in the artwork for full-page ads that bleed. (Bleeds are not necessary on fractional-page ads since they get placed within the margins of the page.)

Make your full-page ad with full bleed one of two ways: (1) starting with the trim size dimensions and adding a bleed or (2) starting with the full-bleed dimensions.

1. Starting with the trim size dimensions and adding a bleed:
   - Set your document size to the trim size of 8 1/2” x 10 7/8” (8.5” x 10.875”) (represented by, though not to scale, the black line), set the bleed to 1/8” (0.125”), and the margins to 1/4” (0.25”).
   - Extend elements meant to print to the edge of the page to the bleed edge (represented by the blue line).
   - Keep important information inside the margins (represented by the red line).
   - When making your PDF, check Use Document Bleed Settings or type in your own bleed settings of 1/8” (0.125”) for all four sides.
   - Use the “PDF/X-1a:2001” profile (if available) or the “Press Quality” profile.
   - Uncheck crop, bleed, and registration marks.

2. Starting with the full-bleed dimensions:
   - Set your document to the combined trim-plus-bleed size of 8 3/4” x 11 1/8” (8.75” x 11.125”).
   - Extend bleed elements to the edges of the document.
   - Keep important matter 3/8” (0.375”) in from the edges.
   - When making your PDF, choose the “PDF/X-1a:2001” profile (if available) or the “Press Quality” profile.
   - Do not include crop, bleed, or registration marks.
digital opportunities

E-Newsletters

**Notes for Executive Directors**

Get your organization’s news and updates directly in front of nearly 700 orchestra executive directors nationwide. This bi-weekly email, *Notes for Executive Directors*, gives you the space to tell your story to the people that matter. Executive directors know this is the source for League updates, and now it can include your organization! With an average open rate of over 50%, this is a must-have opportunity.

**Two options are available:**

- 75 words or less, plus website link
- Static banner, 625 x 100 pixels plus website link

$500 per week (limited opportunities available, reserve early)

**League Leading and Orchestra Boardroom Newsletters**

**League Leading** – This quarterly newsletter is emailed to the League’s entire database and provides orchestra fans with an update on what’s happening at the League of American Orchestras.

**Orchestra Boardroom** – Quarterly news and notes specifically for boards of directors and CEOs at all the League’s member orchestras.

**A single sponsor is permitted for each email.**

**Two options are available:**

- 75 words or less, plus website link
- Static banner, 625 x 100 pixels plus website link

$500 per quarter (exclusive sponsor)

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org.

symphony.org
The Hub Banner Advertising

Each month, The Hub is visited by thousands of arts administrators, artists, executive recruiters, musicians, executive directors, orchestra staff, and others worldwide.

Updated daily Monday-Friday, The Hub informs readers about breaking news from the field, administrative appointments, and opportunities and resources from the League. Distinct from *Symphony* magazine, The Hub offers additional opportunities for advertisers looking to further increase their visibility. Each ad consists of an image and a link.

<table>
<thead>
<tr>
<th>Display Ad Size (in pixels)</th>
<th>2 weeks</th>
<th>4 weeks</th>
<th>6 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Small (180 wide x 180 high)</td>
<td>$235</td>
<td>$385</td>
<td>$550</td>
</tr>
<tr>
<td>• Medium (180 wide x 270 high)</td>
<td>$335</td>
<td>$485</td>
<td>$650</td>
</tr>
<tr>
<td>• Large (180 wide x 360 high)</td>
<td>$500</td>
<td>$650</td>
<td>$750</td>
</tr>
</tbody>
</table>

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. [symphony.org](http://symphony.org)
rate card provisions

**Additional charges:** Any materials that require additional production will be charged accordingly at the time of billing without previous notice. There will be a minimum charge of $100 for any production work.

**Storage of materials:** Advertiser materials will be stored by the publisher for eighteen months after the most recent use and then deleted, unless the publisher is otherwise advised in writing by the advertiser.

**Payment and rates:** Prepayment is required of first-time advertisers, those who have not advertised within the last 24 months, and advertisers whose payments have been delinquent in the past. For all other advertisers, payment is due 30 days from the date of publication, and will accrue late fees of 1.5% per 30 days delinquent.

Rates are determined by total number of insertions within a twelve-month period. Multiple ads within the same issue will be treated as a single insertion for frequency discount purposes.

Advertising rates will be confirmed for current calendar year’s issues only, in accordance with current advertising rate card. Contracts continuing into the following year are subject to advertising rates determined for that calendar year unless specifically indicated on the contract.

No advertising will be published until payment in full for all previous published advertisements has been received. In the event of nonpayment, the publisher reserves the right to hold the advertiser and agency jointly responsible and severally liable for such monies as are due to publisher.

**Cancellation policy:** Cancellation of both written and phone reservations must be made prior to the space reservation deadline for that issue. Advertisers failing to notify the publisher of cancellation prior to the deadline will be billed the full cost of the insertion.

Cancellation of an order by the advertiser will result in adjustment to the ad rate (short-rate) to reflect the actual number of insertions used.

**General:** The publisher takes no responsibility for ads that print badly as a result of defects in the materials received. In the event the advertiser is dissatisfied with the printing of an ad, that advertiser must contact the advertising director within ten working days after receipt of the magazine. All complaints will be handled on a case-by-case basis. Ads will be rerun at the publishers’ expense only in cases of extreme loss of visual clarity.

The publisher reserves the right to reject or cancel any advertising that, in the opinion of the publisher, does not conform to the standards of the publication.

The publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms of the rate card.

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org.
symphony.org
ADVERTISING CONTRACT
Symphony magazine

Date: ___________________
Advertiser (contact name, company, address):
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________
Phone: ___________________________  E-mail: _________________________________________

Issues: (Please check all that apply)
[ ] Winter 2020                  [ ] Summer 2020
[ ] Spring 2020                  [ ] Fall 2020

Ad size:
[ ] 1/6 vertical                  [ ] 2/3 Page
[ ] 1/6 horizontal                [ ] Full Page
[ ] 1/3 vertical                  [ ] Inside Front Cover (based on availability)
[ ] 1/3 horizontal                [ ] Inside Back Cover (based on availability)
[ ] 1/2 vertical                  [ ] Outside Back Cover (based on availability)
[ ] 1/2 horizontal

Color:
[ ] Black and white              [ ] Four-color

Rate: $ ___________________________  Special request: ________________________________

Additional fee (if applicable): $ ________  __________________________________________

Total: $ ___________________________  __________________________________________

Authorization: I agree to the terms of advertising, as outlined in the media kit, and hereby authorize the insertion of the ad as described above.

Advertiser signature______________________________________________ Date _______________

Symphony magazine signature ____________________________________ Date _______________

The League of American Orchestras accepts the following payment options: check, money order, credit card (Visa, MasterCard, or American Express) and wire transfer (for international orders). Send completed advertising contracts and materials to:

Steve Alter, Director of Advertising, Symphony magazine
League of American Orchestras
Phone: 646 822 4051  E-mail: salter@americanorchestras.org
Forward Momentum
LA Phil at 100

Small Orchestras, Big Commissions
Increasing Podium Diversity
Spotlight on Emerging Artists

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org.
symphony.org