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 communication vehicles 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.

“We are proud to be a part of the orchestral industry’s premier magazine! Young Concert Artists’ dedication to discovering and launching the careers of exceptional, but unknown, young musicians from all over the world is helped tremendously by the exposure we receive through advertising and coverage in Symphony magazine.”

— Monica J. Felkel
Director of Artist Management
Young Concert Artists, Inc.

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

symphony.org
inside this media kit

3  News and New Offerings
4  Introduction to League Communication Options
5  Circulation and Readership
6  Pre-packaged Options
8  Symphony Editorial Calendar
10 Symphony Ad Pricing and Sizes
13 Symphony Production Information
16 Online and Email Advertising (The Hub, Notes for Executive Directors)
18 Rate Card Provisions

Inside back cover  Advertising Contract
Spring Issue Back in Print!

Following two years of digital-only availability, we’re pleased to announce that the Spring issue of Symphony will again be published in print. Included in this issue—in addition to our compelling lineup of news, articles, and features—will be our annual listing of worldwide music festivals. (Note: This issue will be published on April 1, 2019.)

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 2019. 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.

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.

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 monthly</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>
</tbody>
</table>

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. symphony.org
the one-stop shop…

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]
Gold

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)

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.

Platinum

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)

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

**Editorial Calendar**

**Winter 2019 (January)**

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

**Reservation Due: 11/02/18  Materials Due: 12/03/18**

**Spring 2019 (April)**

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

**Reservation Due: 01/25/19  Materials Due: 02/15/19**

**Summer 2019 (June)**

Our most widely distributed issue, given to delegates at the League’s National Conference to be held in Nashville in 2019.

**Reservation Due: 03/27/19  Materials Due: 04/24/19**

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. [symphony.org](http://symphony.org)
Creating and performing new music is imperative for today’s emerging artists, who seek to balance a passion for the here and now with a fervor for the classics.

By Lucy Caplan

The death of classical music is fake news. Claims of its demise have been around a long time—as the musicologist Charles Rosen wryly noted, “the death of classical music is perhaps its oldest continuing tradition”—but they are regularly disproven. A sort of counter-tradition has sprung up, in which each supposed obituary generates a barrage of exasperated tweets and anxious think pieces assuring us that classical music is still alive.

One of the most vivid elements of this resilient tradition is the creation and performance of new music. Today, as in every era before, people write, play, hear, and are profoundly moved by the music of our time. But this vibrancy can be hard to discern when one looks at bird’s-eye-view assessments, which tend to spotlight dispiriting trends. (According to a survey by the Baltimore Symphony Orchestra, during the 2016-17 season only 12.3 percent of music programmed by the 85 American orchestras in the survey was by living composers; the average date of composition was 1888.) The interests and passions of individual artists paint a more vivid picture. The emerging artists featured here—the Argus Quartet, flutist Annie Wu, violinist Gareth Johnson, trumpeter Brandon Ridenour, and oboist Olivier Stankiewicz—engage with new music in richly varied ways.

A few common threads link these artists’ approaches. Eager to program old and new, they aren’t intentional in isolating contemporary works from other repertoires. In addition, they draw inspiration from myriad non-classical genres; not only in terms of musical material, but also in how they collaborate with other artists and interact with audiences. They value new music’s ability to introduce diverse voices into a tradition that historically has been dominated by white men. And they share a conviction that what was once a typical career trajectory—say, winning an orchestra job or performing mostly standard repertoire—is not the only way forward.

Many of the featured artists emphasize that individual dedication can’t substitute for structural change: institutions and individuals alike need to embrace new music, and existing organizations have a responsibility to provide support. Asserting that...
## Advertising Rates

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

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<thead>
<tr>
<th>4-Color</th>
<th>Member</th>
<th>Non-member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,615</td>
<td>$3,065</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,160</td>
<td>$2,535</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,790</td>
<td>$2,110</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,470</td>
<td>$1,725</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,150</td>
<td>$1,375</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$965</td>
<td>$1,160</td>
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### Black and White

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<tbody>
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<td>$1,805</td>
</tr>
<tr>
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<td>$1,170</td>
<td>$1,375</td>
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<tr>
<td>1/3 Page</td>
<td>$875</td>
<td>$1,025</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$530</td>
<td>$620</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>$345</td>
<td>$405</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>
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<tr>
<th></th>
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</thead>
<tbody>
<tr>
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<td>$2,860</td>
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</tr>
<tr>
<td>Back cover</td>
<td>$2,365</td>
<td>$2,775</td>
</tr>
</tbody>
</table>

**Special Advertising Options**

- Belly Band: $4,500
- French Gate Cover: $6,200

**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](http://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>
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<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>
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<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 YouSendIt.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.

See last page for rate card provisions.

Contact Information: Mail proofs to League of American Orchestras, 33 West 60th Street, 5th floor, New York, NY 10023. 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.

To advertise or for more information, contact Steve Alter at 646 822 4051 or salter@americanorchestras.org. symphony.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 8 1/2” x 10 7/8” (8.5” x 10.875”), the trim size, 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 (blue line).
   - Keep important information inside the margins (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” 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

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)

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>
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<td>• Medium (180 wide x 270 high)</td>
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<td>$485</td>
<td>$650</td>
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<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
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 2019  ☐ Summer 2019
☐ Spring 2019  ☐ Fall 2019

Ad size:

☐ 1/6 vertical
☐ 1/6 horizontal
☐ 1/3 vertical
☐ 1/3 horizontal
☐ 1/2 vertical
☐ 1/2 horizontal

☐ 2/3 Page
☐ Full Page
☐ Inside Front Cover (based on availability)
☐ Inside Back Cover (based on availability)
☐ Outside Back Cover (based on availability)

Color:

☐ Black and white
☐ Four-color

Rate: $ ____________________

Additional fee (if applicable): $ ______

Special request: ____________________________

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
33 W. 60th Street, 5th Floor, New York, NY 10023
Phone: 646 822 4051  E-mail: salter@americanorchestras.org