

Loudoun Symphony Playbill Advertising – 2023-2024

WHY ADVERTISE WITH LOUDOUN SYMPHONY?

- Playbills are distributed to audience members at 8 concerts (5 LSO concerts and 3 LSYO concerts)
 - A second performance is being added to most LSO concerts this season, extending reach to audience of 700+ per concert
 - LSYO performances draw audiences of 600+
- Multiple opportunities for our audience to see your ad throughout the year
- Direct exposure to thousands of potential customers who live, work, and play in Loudoun County
- Many of our patrons: value a select lifestyle; own their own homes; eat and shop in fine establishments; are business owners themselves

ADVERTISING PRICING

	Season Ad (8 Concerts)	Individual Program Ad	Size (Width x Height)
Outside Back Cover (Full Color)	\$5,000	N/A	5.75" x 8.75"
Inside Front/Back Cover (Full Color)	\$4,000/each	N/A	5.75" x 8.75"
Full Page	\$3,000	\$500	4.5" x 7.5"
Half Page	\$1,500	\$250	4.5" x 3.75"
Quarter Page	\$900	\$150	2.25" x 3.75"

Non-profits are eligible for a 50% discount on the above prices, with exception of cover pages.

PREPAYMENT FOR ADVERTISERS

Advertisers must prepay for advertising placed in the *Loudoun Symphony Playbill*. Payment is due in advance. Checks should be made payable to **Loudoun Symphony Association** and sent to: Loudoun Symphony, P. O. Box 4478, Leesburg, VA 20177. Please contact Karen Knobloch, Executive Director, karen.knobloch@loudounsymphony.org or 571-271-4482, if you need an invoice or have questions about advertising and potential sponsorship opportunities.

Full-season advertising and payment can be placed at any time throughout the season with prorated pricing. Single event/concert advertising and payment must be received two weeks in advance of the concert/event. Full-season advertisers can update their artwork for each concert, provided it is received two weeks in advance of concert/event.

ACCEPTABLE ADVERTISING CONTENT

Loudoun Symphony may reject any advertising deemed to be political in nature or in poor taste. Advertisers may submit replacement materials for rejected ads by the deadline.

ADVERTISING MATERIAL POLICY

Materials must conform to specifications in the **Digital Specifications** section and be formatted to the correct size. Materials are kept for up to 12 months after final publication and then discarded.

CANCELLATION POLICY

Cancellations for full-season advertising (8 playbills) must be received in writing prior to September 16. No refunds will be issued after that date.

DIGITAL SPECIFICATIONS

- Acceptable file formats: TIFF, EPS, Hi-Resolution PDF
- Resolution 600 DPI, line screen 150. File must be saved as Grayscale or CMYK
- Fonts in files created in an illustration program such as Adobe Illustrator must be converted to outlines
- Include all applicable fonts and graphics with submission
- A PDF proof of your ad is acceptable
- Email file to karen.knobloch@loudounsymphony.org