

## Loudoun Symphony Playbill Advertising – 2024-2025

### WHY ADVERTISE WITH LOUDOUN SYMPHONY?

- Playbills are distributed to audience members at 10 concerts (7 LSO concerts and 3 LSYO concerts)
  - LSO and LSYO performances expected to 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 (10 Concerts)	Individual Program Ad	Size (Width x Height)
<b>Outside Back Cover (Full Color)</b>	\$5,000	N/A	5.75" x 8.75"
<b>Inside Front/Back Cover (Full Color)</b>	\$4,000/each	N/A	5.75" x 8.75"
<b>Full Page</b>	\$3,000	\$500	4.5" x 7.5"
<b>Half Page</b>	\$1,500	\$250	4.5" x 3.75"
<b>Quarter Page</b>	\$900	\$150	2.25" x 3.75"

Nonprofits 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](mailto: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 three weeks in advance of the concert/event. Full-season advertisers can update their artwork for each concert, provided it is received three 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 (10 playbills) must be received in writing prior to September 10, 2025. No refunds will be issued after that date.

### DIGITAL SPECIFICATIONS

- Acceptable file formats: TIFF, EPS
- 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](mailto:karen.knobloch@loudounsymphony.org)