



2020-2021 SEASON ADVERTISING INFORMATION



Advertising with WYSO

Nearly 500 students, ranging in age from 8 to 18, from communities throughout Wisconsin, participate in the WYSO program each season.

Your ad reaches numerous WYSO families, supporters, arts patrons, and cultural organizations throughout the Madison region. The WYSO membership is actively engaged with extracurricular activities, including summer music clinics, competitions, college workshops, and much more.

All ads appear in B&W, except digital newsletter ads and back cover concert program ads. Ad copy is due one month before the publication date.

Advertising Opportunities

Concert Programs

Created both online and in print depending on the concert possibilities, each of the three major concert cycles has a professionally formatted program with ads sprinkled throughout. Choose a single concert cycle or a three-concert program package.

Member Handbook

Distributed to each WYSO family in early August, this is the go-to online reference guide used by families throughout the year.

Digital Newsletters

The *WYSO Weekly Tune Up* digital newsletter is distributed to 5,000 WYSO families, alumni, and music teachers every week. Our digital newsletter has a high open rate and click engagement.



Advertiser Information

Organization _____

Contact Name _____

Address _____

City, State, ZIP _____

Phone _____ Email _____

Website URL (for digital newsletter ad) _____

Program Book

	(Circle one)	Individual	2 Concert Package	3 Concert Package
<input type="checkbox"/> BACK COVER (full color) 5"w x 8"h <small>Based on availability</small>		\$1,100	\$1,500	\$1,900
<input type="checkbox"/> INSIDE FRONT or INSIDE BACK COVER 5"w x 8"h		\$900	\$1,300	\$1,650
<input type="checkbox"/> FULL PAGE 5"w x 8"h		\$550	\$800	\$1,000
<input type="checkbox"/> HALF PAGE 5"w x 3.875"h		\$400	\$600	\$750

Member Handbook

<input type="checkbox"/> FULL PAGE 7.5"w x 10"h	\$400
<input type="checkbox"/> HALF PAGE 7.5"w x 4.75"h	\$300

Digital Newsletter

	(Circle one)	4 Issue Package	8 Issue Package	12 Issue Package
<input type="checkbox"/> Banner Ad 630 px w x 200 px h		\$300	\$590	\$720

Publication

Member Handbook
Steenbock Fall Concert Cycle Program
Ballweg Winterfest Concert Cycle Program
Bolz Family Spring Concert Cycle Program
WYSO Weekly Tune Up Digital Newsletter

Publication Date

August 8, 2020
November 15, 2020
March 15, 2021
May 15, 2021
Ads change first week of month

TOTAL \$ _____

Payment Information

Billing Contact (if different) _____

Payment Method INVOICE CHECK Check # _____ CREDIT CARD

Credit Card Information (circle one) Visa Discover Mastercard American Express

Credit Card # _____ Exp. _____ CVV _____

Name on card _____ Billing Zip _____

Signature _____ Date _____