

WISCONSIN
CHAMBER
ORCHESTRA

40th Anniversary
**CONCERTS
ON THE
SQUARE**



Program Advertising



The **Wisconsin Chamber Orchestra** brings audiences from Madison and the surrounding region, reaching over 250,000 people each year. Concerts on the Square is celebrating its 40th Anniversary in 2023! 2022 marked the first concert season back on the Square following the pandemic.

“beautiful music, talented musicians”

Our Season

- Six outdoor concerts on Wednesdays at the Capitol Square (6/28, 7/5, 7/12, 7/19, 7/26, and 8/2). In the case of inclement weather, rain dates are on Thursdays (6/29, 7/6, 7/13, 7/27, and 8/3).
- Who is our audience? Concerts on the Square has the broadest reach of all our programming. It captures ages 2 to 90+, a variety of social groups and income levels.
- Maestro Sewell is headed into his 24th year with the Wisconsin Chamber Orchestra. A celebrated artist in the Madison community, he creates programming rich in diversity.

“Like Steve Jobs created devices you hadn’t known you needed, Andrew programs music that you didn’t know you needed to hear.”

- Sandy Tabachnick, Isthmus

Why Advertise with Wisconsin Chamber Orchestra?

- **Promote** your product or business to a broad audience.
- **Gain** exposure to Madison residents and university students.
- **Increase** visibility and brand recognition for your business.
- **Create** a positive company reputation by showing your support for a local arts organization.
- **Access** a unique market due to the diverse audience of the WCO.

Program Advertising Rates

We will be printing one program guide for performance distribution. It will be available in print and online.

Program		Full Page Color	Full Page B&W	1/2 Page Color	1/2 Page B&W	1/4 Page Color	1/4 Page B&W
40 th Anniversary Concerts on the Square	6x	\$2500	\$2000	\$1700	\$1400	\$900	\$700

Ad Sizes

- FULL PAGE: 4.625 x 7.625 in
- FULL PAGE + BLEED: 5.375 x 8.375 in + 0.125 in bleed
- HALF PAGE HORIZONTAL: 4.625 x 3.75 in
- HALF PAGE VERTICAL: 2.25 x 7.625 in
- QUARTER PAGE: 2.3125 x 3.75 in



Payment Due: May 19, 2023 / Artwork Due: May 26, 2023

- File Formats accepted: PDF, Adobe Illustrator, InDesign, or Photoshop design packages
- Bleed artwork is designed without any graphic elements or text within 0.25 in from final trim size
- Program trim size: 5.375 in x 8.375 in
- All fonts must be provided or saved as outlines
- Publications are printed, web, and/or sheet-fed and saddle stitched



Art Submissions / Questions: Contact Audra Lange at audralange@wcoconcerts.org / 608.257.0638 x 106

Program Advertising Agreement



Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone _____

Program		Full Page Color	Full Page B&W	1/2 Page Color	1/2 Page B&W	1/4 Page Color	1/4 Page B&W
Messiah	1x	\$900	\$700	\$600	\$500	\$400	\$300
Masterworks	5x	\$1800	\$1600	\$1000	\$700	\$600	\$400
Messiah & Masterworks	6x	\$2000	\$1800	\$1200	\$900	\$800	\$600
40 th Anniversary Concerts on the Square	6x	\$2500	\$2000	\$1700	\$1400	\$900	\$700
All Programs	12x	\$4000	\$3600	\$2700	\$2100	\$1500	\$1200

Total Due: _____ / **Artwork Due:** _____

PAYMENT METHOD: Check Credit Card (we will call for payment)

Signature: _____

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Submit Artwork to: Audra Lange at audralange@wcoconcerts.org