

Program Advertising



The **Wisconsin Chamber Orchestra** brings audiences from Madison and the surrounding region, reaching over 250,000 people each year. The rates outlined in this media kit are for the 25/26 Masterworks Concert Series (11/14, 1/30, 2/27, 3/27, 4/17) and the performances of *Endeavor* (10/10), Handel's *Messiah* (11/21 and 11/22), and the Concerts on the Square® season (6/24, 7/1, 7/8, 7/15, 7/22, and 7/29). Our new digital advertising opportunities are also included in this media kit.

Our Indoor Season

- Five Masterworks concerts and one performance of *Endeavor* in the Capitol Theater at the Overture Center (967 capacity).
- Two performances of Handel's *Messiah* at Bethel Lutheran Church (800 capacity).
- Reach is over 6500 attendees with plans to see growth in the 25/26 season.
- Who is our audience? Mostly ages 50+ affluent arts lovers.
- Audience growth in 24/25 led to 100 additional seats being released for three of our Masterworks concerts (1070 capacity).

Why Advertise with Wisconsin Chamber Orchestra?

- **Promote** your product or business from October through April, including the holidays.
- **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.

Questions? Contact us: alixlawrence@wcoconcerts.org

Masterworks Series

Capitol Theater

Fridays at 7:30 PM

Eroica

MASTERWORKS I: November 14, 2025

Vladyslava Luchenko, violin

Prokofiev Prowess

MASTERWORKS II: January 30, 2026

Ilya Yakushev, piano

Regeneration

MASTERWORKS III: February 27, 2026

Kanopy Dance Company

Dan Cavanagh, piano;

Shinya Fukumori, drummer;

Linda May Han Oh, bass

Dueling Violins

MASTERWORKS IV: March 27, 2026

Eric Silberberger, violin

Gilles Apap, violin

Saint-Saëns & Salome

MASTERWORKS V: April 17, 2026

Salome Jordania, piano



Musical Landscapes in Color

Capitol Theater

Endeavor

Friday, October 10, 2025 at 7:30 PM

Xavier Foley, bass



Handel's Messiah

Bethel Lutheran Church

Friday, November 21, 2025 at 7:00 PM

Saturday, November 22, 2025 at 2:00 PM

Festival Choir of Madison

Sarah Lawrence, soprano;

Sadie Cheslak, alto;

Gene Stenger, tenor;

Andrew Garland, baritone



ENDEAVOR | MASTERWORKS | MESSIAH

Program Advertising Rates



The rates listed below are based on the number of ads you purchase - 1x, 2x, 5x, 6x, 7x, or 8x. 1x is only for *Endeavor*, 2x is only for *Messiah*, 5x is only for the 25/26 Masterworks Concert Series, 6x is only for *Endeavor* & Masterworks, 7x is for both *Messiah* and the Masterworks Series, and 8x is for *Endeavor*, *Messiah*, and Masterworks.

Program		Due	Full Page Color	1/2 Page Color	1/4 Page Color
Endeavor	1x	9/26	\$600	\$400	\$300
Messiah	2x	10/31	\$800	\$600	\$400
Masterworks	5x	10/24	\$1600	\$1000	\$500
Endeavor & Masterworks	6x	9/26	\$1800	\$1100	\$700
Messiah & Masterworks	7x	10/24	\$2000	\$1200	\$800
Endeavor, Messiah & Masterworks	8x	9/26	\$2200	\$1300	\$900

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:	4.625 x 3.75 in
QUARTER PAGE:	2.3125 x 3.75 in

- File Formats accepted: PDF or JPG
- Full page with bleed is only available for the Masterworks program
- 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 Alix Lawrence at
alixlawrence@wcoconcerts.org / 608.257.0638

2026 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.

“beautiful music, talented musicians”

Our Season

- Six outdoor concerts on Wednesdays at the Capitol Square (6/24, 7/1, 7/8, 7/15, 7/22, and 7/29). In the case of inclement weather, rain dates are on Thursdays (6/25, 7/2, 7/19, 7/16, 7/23, and 7/30).
- 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 27th 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

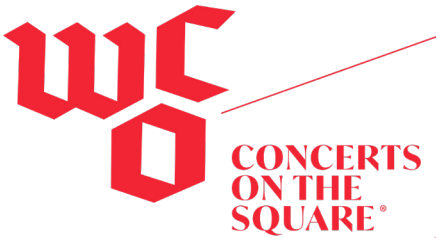
Why Advertise with Wisconsin Chamber Orchestra?

- **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.

Questions? Contact us: alixlawrence@wcoconcerts.org

Program Advertising Rates

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



Program	Due	Full Page Color	1/2 Page Color	1/4 Page Color
Concerts on the Square® 6x	5/1	\$2500	\$1700	\$900

Ad Sizes

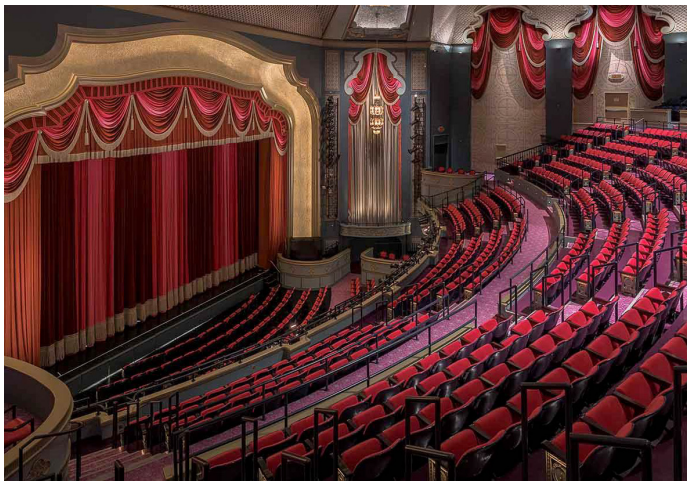
FULL PAGE + BLEED: 5.375 x 8.375 in + 0.125 in bleed
HALF PAGE: 4.625 x 3.75 in
QUARTER PAGE: 2.3125 x 3.75 in



- File Formats accepted: PDF and JPG
- 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



Digital Advertising



Reach Madison's Vibrant Community Through the Wisconsin Chamber Orchestra

Each year, the WCO connects with over 250,000 people, bringing together Madison and the surrounding region through culture, artistry, and community. This is your chance to amplify your brand by advertising across multiple digital platforms, placing your business front and center with music lovers, art patrons, and local supporters.

Our digital opportunities span the entire WCO season—including Masterworks, Handel's Messiah, Endeavor, and more—offering year-round visibility. The Concerts on the Square series provides the broadest exposure, with six outdoor concerts on Wednesdays at the Capitol Square that reach thousands of attendees in person and online, connecting with university students, residents, and visitors alike.

Questions? Contact us: alixlawrence@wcoconcerts.org

Why Advertise with the Wisconsin Chamber Orchestra?

- ▶ **Promote** year-round, with Concerts on the Square offering key opportunities to connect.
- ▶ **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.

MEDIA CHANNEL	REACH	ADVERTISING OPTIONS
Instagram	Over 4,400 followers	Posts and reels
Facebook	Over 9,400 followers	Posts and reels
Email	Over 11,700 subscribers	Clickable banner ad
Website	119,000 users in 2025	Clickable banner ad
COS Screens	20–40,000 attendees/concert	Static images and 15 second videos



Social Media Advertising



With nearly 14,000 followers across Instagram and Facebook, the WCO engages an audience dedicated to music, culture, and community. Instagram content posted during the 2025 Concerts on the Square earned over 205,000 views, 57% of which came from followers and only 1% from ads.

Demographics:



Sponsored Instagram Posts

- Promoted posts or videos showcasing your brand, products, or services to our 4,400+ followers.
- **Post Requirements:** 1080x1080, rgb, 72px, png/jpeg, 80-word caption
- **Reel Requirements:** 1080x1920, mp4, 15-60 seconds, 30-word caption

TYPE	NON-SEASON PRICE	SEASON PRICE
Single Post	\$150	\$300
Single Reel	\$200	\$400

Sponsored Facebook Posts

- Promoted posts or videos showcasing your brand, products, or services to our 9,400+ followers.
- **Post Requirements:** 1200x630, rgb, 72px, png/jpeg, 80-word caption, link
- **Reel Requirements:** 1080x1920, mp4, 15-60 seconds, 80-word caption, link

TYPE	NON-SEASON PRICE	SEASON PRICE
Single Post	\$250	\$500
Insta+FB Post	\$350	\$700
Single Reel	\$350	\$700
Insta+FB Reel	\$500	\$1,000

- All creatives will be reviewed by WCO leadership prior to release. We reserve the right to decline any content that is deemed inappropriate, offensive, or political in nature.

Sponsored Email Advertising



- Showcase your brand with a clickable banner ad sent to our 11,700+ email subscribers, with an average open rate of 45%.
- **Banner Requirements:** 730x90, rgb, 72px, png/jpeg, link

Demographics:



TYPE	NON-SEASON PRICE	SEASON PRICE
Single Banner	\$200	\$600
3 Banner Package	\$500	\$1,500

Website Banner Advertising

- A clickable banner ad on the Home Page of our website, which has 110,000 yearly visitors with over 50% of traffic during the Concerts On the Square season.
- **Banner Requirements:** 2000x500, rgb, 72px, png/jpeg, link

TYPE	PRICE	RUN TIME
Non-Season Banner Ad	\$750	1 month
Season Banner Ad	\$800	1 week
Season Banner Package	\$4,000	6 weeks

- All creatives will be reviewed by WCO leadership prior to release. We reserve the right to decline any content that is deemed inappropriate, offensive, or political in nature.

Questions? Contact us: alixlawrence@wcoconcerts.org

2026 CONCERTS ON THE SQUARE

On-Screen Advertising

With 20,000–40,000 attendees per concert, our on-screen advertising offers the broadest reach of all our programming, connecting with a diverse audience across ages (2 to 90+), social groups, and income levels.



- **Limited Availability:** With only a few ad spots available per concert, reserve your spot today!
- Sponsored ads will be displayed on our center and lawn screens surrounding the Capitol. Each image or video will appear for 15 seconds, looping from 5:30 PM to 7 PM, and will be shown approximately 6 times per concert.
- **Half Screen Static Requirements:** 640x768, rgb, 72px, png/jpeg
- **Full Screen Static Requirements:** 1280x768, rgb, 72px, png/jpeg
- **Video Requirements:** 1280x768, mp4, 15 seconds, no audio

TYPE	1 WEEK	3 WEEKS	FULL SEASON
Half Screen Static	\$500	\$1,000	\$1,500
Full Screen Static	\$1,000	\$2,000	\$3,000
Video	\$3,000	\$5,500	\$10,000

- All creatives will be reviewed by WCO leadership prior to release. We reserve the right to decline any content that is deemed inappropriate, offensive, or political in nature.

Personalized Advertising Packages

- We offer customizable packages designed to help you reach a wider audience across multiple platforms. Contact us to create a package tailored to your needs and budget.

Questions? Contact us: alixlawrence@wcoconcerts.org