2027 CONCERTS ON THE SQUARE

Program Advertising

WISCONSIN CHAMBER ORCHESTRA







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 (6/30, 7/7, 7/14, 7/21, 7/28, and 8/4). In the case of inclement weather, rain dates are on Thursdays (7/1, 7/8, 7/15, 7/22, 7/29, and 8/5).
- 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 28th 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

2027 CONCERTS ON THE SQUARE

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	1/2 Page	1/4 Page
Concerts on the Square® 6x	4/23	$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

- Print File Formats accepted: PDF or JPG
- Bleed artwork is designed without any graphic elements or text within 0.25 in from final trim size
- All artwork is full color
- Print Program trim size: 5.375 in x 8.375 in
- All fonts must be provided or saved as outlines





Art Submissions / Questions: Contact Alix Lawrence at alixlawrence@wcoconcerts.org / 608.257.0638

Digital Advertising

WISCONSIN CHAMBER ORCHESTRA







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.

The Concerts on the Square® season offers the broadest exposure of any WCO programming. With six outdoor concerts on Wednesdays at the Capitol Square, your brand will reach thousands of attendees, both in-person and digitally—connecting with university students, residents, and visitors alike.

2027 Concert Dates:

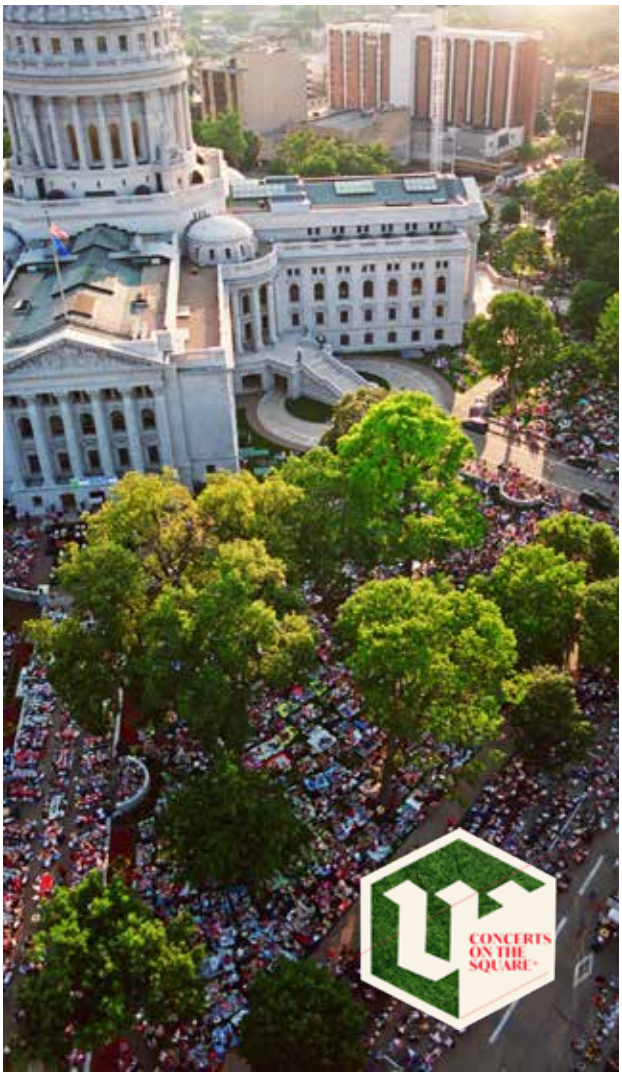
June 30, July 7, 14, 21, 28, and August 4, with rain dates the following day.

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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 support for a local arts organization.
- **Access** a unique market due to the diverse audience of the WCO.

MEDIA CHANNEL	REACH	ADVERTISING OPTIONS
Email	Over 12,000 subscribers	Clickable banner ad
Website	200,000 users in 2025	Clickable banner ad
COS Screens	20-40,000 attendees/concert	Static images and 15 second videos







Sponsored Email Advertising

WISCONSIN CHAMBER ORCHESTRA

- Showcase your brand with a clickable banner ad sent to our 12,000+ email subscribers.
- **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 200,000 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	$3,000	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.

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2027 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 four surrounding lawn screens. Each ad will appear for 15 seconds, looping from 5:00 PM to 7 PM, and will be shown approximately 8 times per concert.
- **Half Screen Static Requirements:** 500x600, rgb, 72px, png/jpeg
- **Full Screen Static Requirements:** 1000x600, rgb, 72px, png/jpeg
- **Video Requirements:** 1000x600, 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	$2,000	$3,000	$4,000

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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.

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