

Charlie Brown Advertising



The **Wisconsin Chamber Orchestra** presents *A Charlie Brown Christmas with Strings* featuring Mr. Chair and members of Madison Youth Choirs! This media kit outlines rates for advertising in the **digital program** for the Charlie Brown concerts (11/29 at 3:00 PM & 7:30 PM) and for package options that include our Masterworks season (11/14, 1/30, 2/27, 3/27, 4/17), *Endeavor* (10/10), and Handel's *Messiah* (11/21 and 11/22).

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).
- Two performances of *A Charlie Brown Christmas with Strings* at Orpheum Theater (1700 capacity).
- Reach is over 6500 attendees with plans to see growth in the 25/26 season.
- 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

A CHARLIE BROWN CHRISTMAS WITH STRINGS

Program Advertising Rates



The rates listed below are based on the number of ads you purchase - 2x, 4x, 7x, 9x, or 10x. 2x is only for *A Charlie Brown Christmas with Strings*, 4x is for our holiday package that includes *Messiah*, 7x includes our 25/26 Masterworks Concert Series, 9x includes *Messiah* and Masterworks, and 10x is for our entire indoor season *A Charlie Brown Christmas with Strings*, *Endeavor*, *Messiah*, and Masterworks.

Program		Due	Full Page Color	1/2 Page Color	1/4 Page Color
Charlie Brown	2x	11/14	\$800	\$600	\$400
Charlie Brown & Messiah	4x	10/31	\$1400	\$1100	\$700
Charlie Brown & Masterworks	7x	10/24	\$2000	\$1500	\$1000
Charlie Brown, Messiah & Masterworks	9x	10/24	\$2300	\$1700	\$1100
Charlie Brown, Endeavor, Messiah & Masterworks	10x	9/29	\$2400	\$1900	\$1200

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**