

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 packet are for the 24/25 Masterworks Concert Series (11/8, 1/24, 2/28, 3/28, 4/25) and the performances of *Convergence* (10/10), Handel's *Messiah* (11/22 and 11/23), and *Winter Celebration* (12/28). See the full season line up on the next page. Additional sponsorship and advertising opportunities exist for our summer series, *Concerts on the Square*®.

Our Seasons

- Five Masterworks concerts and one performance of *Convergence* in the Capitol Theater at the Overture Center (967 capacity).
- Two performances of Handel's *Messiah* at Bethel Lutheran Church (800 capacity).
- One performance of *Winter Celebration* at Hamel Music Center (567 capacity).
- Reach is nearly 6000 attendees with plans to see growth in the 24/25 season.
- Who is our audience? Mostly ages 50+ affluent arts lovers.
- 67% of ticket buyers this season were new.

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.

MASTERWORKS SERIES

Capitol Theater

Fridays at 7:30 PM

Fialkowska on Fire

MASTERWORKS I: November 8, 2024

Janina Fialkowska, piano

Márquez & Meyers

MASTERWORKS II: January 24, 2025

Anne Akiko Meyers, violin

Davis & Dvořák

MASTERWORKS III: February 28, 2025

with Madison Ballet

Beethoven's Fifth

MASTERWORKS IV: March 28, 2025

Amit Peled, cello

Brahm's & Jupiter

MASTERWORKS V: April 25, 2025

John Novacek, piano



CONVERGENCE

Capitol Theater

Thursday, October 10 at 7:30 PM



HANDEL'S MESSIAH

Bethel Lutheran Church

Friday-Saturday, November 22-23, at 7:00 PM



WINTER CELEBRATION

Hamel Music Center

Friday, December 28, at 8:00 PM





Program Advertising Rates

The rates listed below are based on the number of ads you purchase - 1x, 2x, 5x, 6x or 7x. 1x is only for *Convergence* OR *Winter Celebration*, 2x is only for *Messiah*, 5x is only for the 23/24 Masterworks Concert Series, 6x is only for *Convergence & Masterworks*, 7x is for both *Messiah* and the Masterworks Series.

| Program | Due | Full Page Color | 1/2 Page Color | 1/4 Page Color |
|------------------------------|-------|-----------------|----------------|----------------|
| Convergence 1x | 9/25 | \$600 | \$400 | \$300 |
| Winter Celebration 1x | 11/17 | \$600 | \$400 | \$300 |
| Messiah 2x | 10/18 | \$800 | \$600 | \$400 |
| Masterworks 5x | 10/18 | \$1600 | \$1000 | \$500 |
| Convergence & Masterworks 6x | 9/25 | \$1800 | \$1100 | \$700 |
| Messiah & Masterworks 7x | 9/25 | \$2000 | \$1200 | \$800 |

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 Luci Randall at lucirandall@wcoconcerts.org / 608.257.0638 x 109

WISCONSIN
CHAMBER
ORCHESTRA

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 (6/25, 7/2, 7/9, 7/16, 7/23, and 7/30). In the case of inclement weather, rain dates are on Thursdays (6/26, 7/3, 7/10, 7/17, 7/24, and 7/31).
- 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 26th 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

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- **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 | Due | Full Page Color | 1/2 Page Color | 1/4 Page Color |
|----------------------------|------|-----------------|----------------|----------------|
| Concerts on the Square® 6x | 4/25 | \$2500 | \$1700 | \$900 |

Ad Sizes

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Program Advertising Agreement



Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Email _____

Phone _____

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| Messiah & Masterworks | 7x | 9/25 | \$2000 | \$1200 | \$800 |
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Total Due: _____ / **Artwork Due:** _____

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

Signature: _____

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Submit Artwork to: Luci Randall at lucirandall@wcoconcerts.org