



Advertising

 Kingston
Symphony

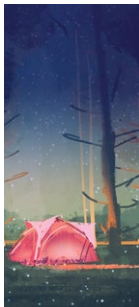
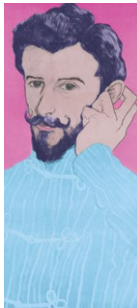




Why Advertise with the Kingston Symphony?

Advertising with the Kingston Symphony can help you connect our audience to your brand, while simultaneously supporting Kingston's vibrant arts and culture scene.

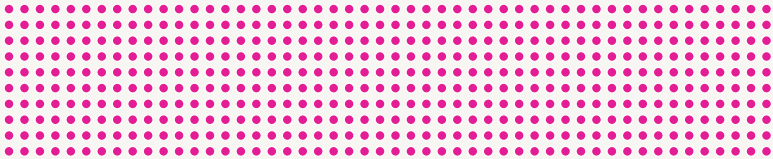
We have **19 performances** during our concert season, which runs from September 2024 to May 2025.



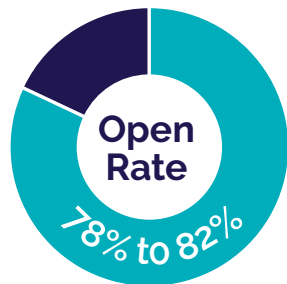
8K
**audience
members**

Looking to reach an audience focused on your message? Our concert program is distributed digitally for all of our concerts and physically for our Masterworks concerts to over **8,000** audience members. Most of our patrons arrive well before the concert, giving them plenty of uninterrupted time to read your ad.

An average of **500 concert programs** are handed out at each Masterworks Series performance.



Looking for electronic marketing? Electronic programs are sent out prior to every performance. Last season, our programs sent by email had an average open rate of **78%**. For our Pops Series, it was even higher at **82%**!



<35

Looking to reach youth? Our Classically Hip Club attracts over **1,500** students and young professionals who are 35 years old and under.

60+

Looking to reach seniors? A large portion of our audience is over 60 years old.



Looking to reach local homeowners? Our concert attendees and supporters are primarily Kingston homeowners with disposable income. And – they are loyal: **76% are multi-year season subscribers.**



Looking for cost-effective marketing? A full page ad in the Kingston Symphony program costs only **14 cents** per audience member.

Please contact **Elena Baker**, Director of Development, at development@kingstonsymphony.ca if you are interested in supporting the Kingston Symphony Association.

Advertiser: _____

Billing Address: _____

Postal Code: _____ Contact Name: _____

Phone Number: _____ Email: _____

Check One

<p>Back Cover Full Page Ad</p> <p>Trim size: 5.5" x 8.5"</p> <p>Bleed Size: 5.625" x 8.625"</p> <p><input type="checkbox"/> \$1,375</p>	<p>Inside Front Cover Full Page Ad</p> <p>Trim size: 5.5" x 8.5"</p> <p>Bleed Size: 5.625" x 8.625"</p> <p><input type="checkbox"/> \$1,275</p>	<p>Inside Back Cover Full Page Ad</p> <p>Trim size: 5.5" x 8.5"</p> <p>Bleed Size: 5.625" x 8.625"</p> <p><input type="checkbox"/> 1,275</p>
<p>Full Page Ad Inside Program</p> <p>Vertical: 5" x 8"</p> <p><input type="checkbox"/> \$1,150</p>	<p>Half Page Ad Inside Program</p> <p>Horizontal: 5" x 3.875"</p> <p><input type="checkbox"/> \$825</p>	<p>Quarter Page Ad Inside Program</p> <p>Vertical: 2.375" x 3.875"</p> <p><input type="checkbox"/> \$500</p>

Advertising Requirements and Conditions:

1. The entire publication is full colour. All files submitted must be in CMYK colour format.
2. All copy, artwork and pictorial material must be submitted by August 15, 2024 to Elena Baker via email, development@kingstonsymphony.ca. Ads are to be provided with a 0.5 pt black border and either as a press quality PDF or 300dpi TIFF file. A charge will apply if artwork is not supplied in this format.
3. The Kingston Symphony Association will not be responsible for damages arising out of errors in advertising beyond the amount paid for the space occupied by that portion of the advertisement in which the error occurred. There shall be no liability for non-insertion beyond the amount paid for such advertisement.
4. The balance is due upon receipt of invoice. Terms are 1% net 30. Please make cheques payable to the Kingston Symphony Association. Visa and MasterCard are also accepted.

Signed: _____ Date: _____

Advertiser or advertiser's representative agrees to specific deadlines, conditions, and rates for insertion.

To confirm your advertising space, email a signed copy of this form to development@kingstonsymphony.ca.



The Kingston Symphony Association gratefully acknowledges the support of our government funding agencies, corporate and foundation partners, and individual donors.



Canada Council
for the Arts

Conseil des arts
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

an Ontario government agency
un organisme du gouvernement de l'Ontario

Ontario



Kingston
Symphony

www.kingstonsymphony.ca