



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 **15 performances** during our concert season, which runs from September 2025 to May 2026.



Promote Your Brand – Protect the Planet

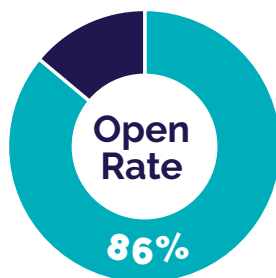
At the Kingston Symphony, we are committed to minimizing the environmental impact of our work. Starting in September 2025, we will be moving away from printed programs in order to reduce paper waste. In light of these changes, we have restructured our advertising program to maximize value and brand exposure for the businesses and organizations we serve. Some exciting changes include:

- Advertisements will be featured in the digital concert programs for each of our 15 concerts in 2025-2026.
- All advertisements will include a hyperlink which can bring readers directly to your website.
- For the first time, advertisement packages can now include:
 - Your advertisement on the screen in the lobby.
 - Space to advertise your business or organization in our concert information emails.
 - Mentions on our social media channels.



Looking for organic digital marketing?

Electronic programs are sent out in our concert information emails prior to every performance, which can include a hyperlink directly to your website. Last season, these emails had an average open rate of over **86%**.



8K
audience
members

Looking to reach an audience focused on your message? Advertisements can be featured on the television screen in the lobby of the concert hall, giving our over 8,000 audience members uninterrupted time to view your ad before the performance begins.

Looking to reach youth? Our Classically Hip Club attracts over **900** students and young professionals who are 35 years old and under.

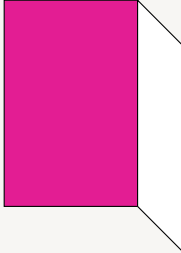
<35

Looking to reach working adults? We have over **4,700** followers on Facebook and Instagram, with an average monthly organic reach of 13,100 people between the two accounts. Most of our followers are 25-54 years old living in the Kingston area.

60+

Looking to reach seniors? Our audience members and donors are primarily Kingston homeowners aged 60 and older.

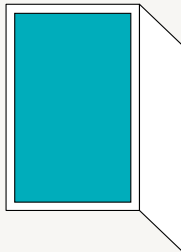
Advertisement Packages



Full Page Inside Front Cover

(1 Available) **\$1,275 + HST**

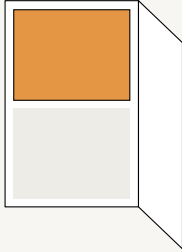
- Your advertisement in the digital concert program for the full 2025-2026 season, including a hyperlink to your webpage.
(5.5" wide x 8.5" high)
- Your advertisement on the lobby screen.
(1920 px wide x 1080 px high)
- Space to advertise your business or organization in one concert information email.
(1920 px wide x 1080 px high)
- Two dedicated social media mentions.



Full Page Inside Program

(4 Available) **\$1,150 + HST**

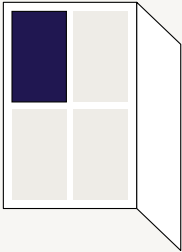
- Your advertisement in the digital concert program for the full 2025-2026 season, including a hyperlink to your webpage.
(5" wide x 8" high)
- Your advertisement on the lobby screen.
(1920 px wide x 1080 px high)
- Space to advertise your business or organization in one concert information email.
(1920 px wide x 1080 px high)
- One dedicated social media mention.



Half Page Inside Program

(6 Available) **\$825 + HST**

- Your advertisement in the digital concert program for the full 2025-2026 season, including a hyperlink to your webpage.
(5" wide x 3.875" high)
- One dedicated social media mention.



Quarter Page Inside Program

(10 Available) **\$450 + HST**

- Your advertisement in the digital concert program for the full 2025-2026 season, including a hyperlink to your webpage.
(2.375" wide x 3.875" high)

Advertising Registration Form

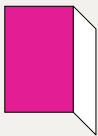
Business/Organization Name: _____

Billing Address: _____

Postal Code: _____ Contact Name: _____

Phone Number: _____ Email: _____

Check One

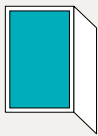


Inside Front Cover Full Page Ad

Trim size:
5.5" x 8.5"

Bleed Size:
5.625" x 8.625"

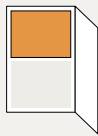
☐ **\$1,275 + HST**



Full Page Ad Inside Program

Vertical:
5" x 8"

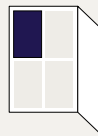
☐ **\$1,150 + HST**



Half Page Ad Inside Program

Horizontal:
5" x 3.875"

☐ **\$825 + HST**



Quarter Page Ad Inside Program

Vertical:
2.375" x 3.875"

☐ **\$450 + HST**

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, 2025 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. Advertiser or advertiser's representative agrees to specific deadlines, conditions, and rates for insertion.

Signed: _____ Date: _____

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





Kingston
Symphony

