



Oregon Symphony Concert Program Advertising Rates

Salem Series of Oregon Symphony Concerts

Prices are for 8 concerts

Pricing

8 concert cost	Approx. per concert cost	3 payment breakdown	Cost per ad
Back Cover (current advertiser has first right of refusal) \$3,000	\$375	\$1,000	30 cents
Inside cover or back, full page (current advertisers have first right of refusal) \$2,000	\$250	\$667	22 cents
Inside page, full page \$1,500	\$188	\$500	16 cents
Half page ad \$1,000	\$125	\$333	11 cents
Quarter Page \$650	\$81	\$217	7 cents
Eighth Page \$400	\$50	\$133	4 cents

Specifications

- ✓ Each concert print run averages 1,000 program books. Cost per ad based on 8,000 programs.
- ✓ Advertisements are circulated to different pages for every program so that all advertisers get premium placement at some point in the season (unless an inside cover or back is purchased).
- ✓ Very high saturation as the same people will be viewing your ad at each concert.
- ✓ New audiences exposed to your business (single ticket purchasers) at each concert.
- ✓ Very high visibility as programs are always read at each concert by the ticket holders.
- ✓ All ads must be camera ready. Hard copy, email or on disk as a .tif or .jpg file is acceptable. A \$50 fee will be charged to create an ad with the same hourly rate applied to half page or larger.