

2022/23 JSO Playbill Advertising

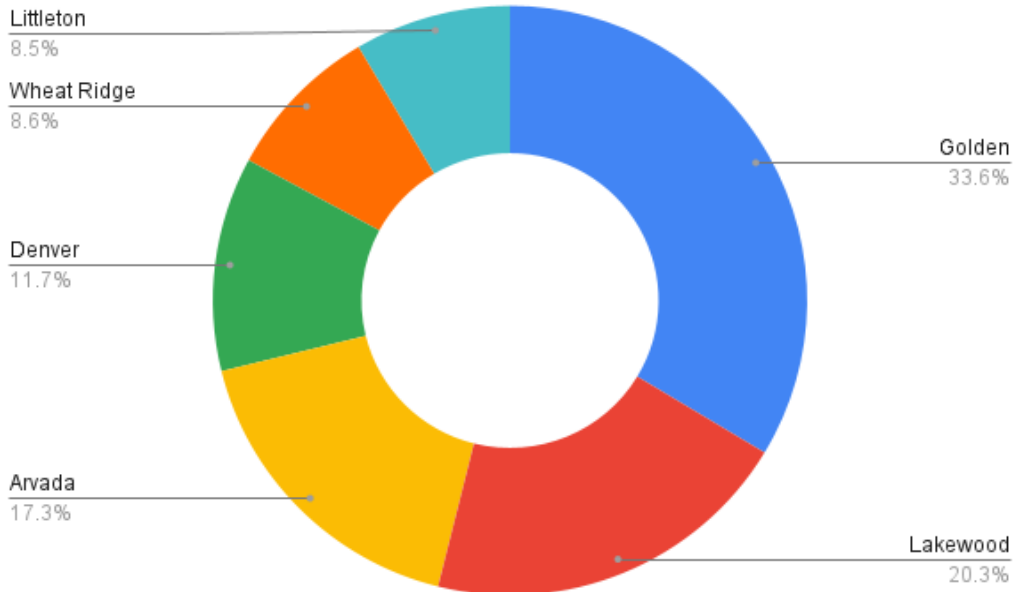
Place your business in front of audiences with a taste for excellence, a proven interest in community support, disposable income, and a preference for shopping locally. Your ad will be displayed in all JSO Playbills, five books total, and reach thousands of Front Range community members.

Inside each JSO Playbill, you will find concert information, program notes, artist bios, captivating content, beautiful photos, and more! Many of our patrons hold on to playbills for years and display them in their homes. Your business will reach an exceptional and affluent segment of the community by advertising in the concert book we prepare for our audiences.

Benefits:

- Your name or company logo displayed in JSO Playbill at all five classical performances.
- Magazine-quality Playbill; ads run from October 2022 – May 2023.
- Listing on the JSO website.
- Complimentary season tickets to our symphony series.
- The Jefferson Symphony Playbill is distributed to each concert patron, all event staff and our JSO musicians at each concert, with a readership of over 3,000 consumers each season.
- Symphony patrons represent a consumer base with household incomes exceeding \$70,000 and disposable incomes for leisure and investments.
- Great advertising outlet, fantastic market segment, outstanding name recognition, free tickets, AND support the Arts!

Distribution of JSO audience by city (top 6 zip codes - ticket data 2016-present)



About this season:

For 70 years, the Jefferson Symphony Orchestra has greatly contributed to the cultural life of our community. During our last full season, over 3,000 people attended our performances and received concert programs containing advertising from local businesses and organizations.

The majority of symphony patrons are in the 50+ age demographic. However, JSO is constantly reaching out to and attracting individuals in the Golden, Lakewood, Arvada, and Denver areas. And we've seen a constant growth in the number of young adults and families attending concerts and joining our organization as season members.

Our patrons can be your patrons, too.

By advertising in our concert programs, you are supporting classical music on the Front Range and helping JSO introduce generations of music lovers to the sounds of the orchestra. Showing your customers that you care about our community leaves a lasting impression!

Ad Sizes

Full page:	5.5" x 8.5"
Half page:	5.125" x 4"
Quarter page:	2.5" x 4" (vertical) 5.125" x 2" (horizontal)
Eighth page:	2.5" x 2"



Ad Rates

Full page (inside cover in color)	\$1000
Full page:	\$750
Half page:	\$400
Quarter page:	\$200
Eighth page:	\$100

We truly value our supporters.

Our sponsors are recognized from the stage at every concert, and our audience members are encouraged to support you, our advertisers. And advertising in the program is very affordable!

JSO will also promote your business digitally — we will feature your ad on a page of program sponsors for concerts on our website with a backlink to your website. Additionally, we send post-concert e-newsletters to subscribers and all JSO followers — ticket holders and season subscribers, fellow business owners, arts and civic leaders, and more.

Sponsorship during the 2022/23 season keeps the music alive in your community.

Advertising in the JSO Playbill means you are supporting the cultural landscape of Jefferson County. JSO prides itself on the community programs we provide, on outreach involvement, and on our commitment to enriching lives through participation in the arts.

