

AYPO

American Youth Philharmonic Orchestras



2018-2019 Advertisement Reservation

OUR AUDIENCE IS YOUR AUDIENCE...

For 53 years, AYPO has educated the region's top youth musicians. Our community extends to their families, friends, neighbors, private studio teachers, school music teachers, music stores, arts & non-profit organizations, influential members of the corporate & non-profit communities, former & current board members, and individual & corporate donors throughout Northern Virginia, Maryland, and Washington, D.C.

We provide space for meaningful ads in our season concert programs, as well as in weekly membership emails and e-Newsletters.

CONCERT PROGRAM BOOK \\ PRINT AD

Our affordable page ads appear in black and white (grayscale), while cover ads appear in full color on glossy cardstock. Your ad will be seen by approximately **300+ audience members at each of our 16 concerts** (full season).

1

WEEKLY MEMBERSHIP EMAIL \\ DIGITAL AD

Weekly membership emails are the #1 way we communicate with our students, families, and teachers. Your ad, which will be seen by our **1,000 core constituents**, will link to your website, or a PDF attachment with your information.

2

BI-MONTHLY E-NEWSLETTER \\ DIGITAL AD

Every other month, AYPO sends updates to our **7,500-subscriber community**. Don't miss out on the chance to reach our entire network, including alumni, community members, and more.

3

Ads are allocated on a first-come, first-served basis at the discretion of AYPO. Ads are accepted under the assumption that the advertiser has gained the right to publish the contents. All copy and illustrative materials are subject to approval. AYPO has the right to hold the advertiser liable for payment.

CONCERT PROGRAM BOOK \ \ PRINT AD

FULL Season and FALL Half Season (Sept-Jan) Reservation Deadline: August 15th, 2018
 FULL Season and FALL Half Season (Sept-Jan) Artwork & Payment Deadline: August 15th, 2018
 SPRING Half Season (Feb-June) Reservation Deadline: January 15th, 2019
 SPRING Half Season (Feb-June) Artwork & Payment Deadline: January 15th, 2019

	FULL SEASON <i>September-June</i>	HALF SEASON	
		<i>September-January FALL</i>	<i>February-June SPRING</i>
Full Page (back cover) <i>full color</i> <i>ad size: 5 in. width x 8 in. height</i>	<input type="checkbox"/> \$900		
Full Page (front inside or back inside cover) <i>full color</i> <i>ad size: 5 in. width x 8 in. height</i>	<input type="checkbox"/> \$800		
Full Page (opposite program page) <i>grayscale (b&w)</i> <i>ad size: 5 in. width x 8 in. height</i>	<input type="checkbox"/> \$800		
Full Page (opposite program page) <i>grayscale (b&w)</i> <i>ad size: 5 in. width x 8 in. height</i>	<input type="checkbox"/> \$800		
Full Page in program <i>grayscale (b&w)</i> <i>ad size: 5 in. width x 8 in. height</i>	<input type="checkbox"/> \$700	<input type="checkbox"/> \$400	<input type="checkbox"/> \$400
Half Page (horizontal only) <i>grayscale (b&w)</i> <i>ad size: 5 in. width x 4 in. height</i>	<input type="checkbox"/> \$475	<input type="checkbox"/> \$300	<input type="checkbox"/> \$300
Third Page (horizontal only) <i>grayscale (b&w)</i> <i>ad size: 5 in. width x 4 in. height</i>	<input type="checkbox"/> \$350	<input type="checkbox"/> \$250	<input type="checkbox"/> \$250

SUBTOTAL : \$ _____

WEEKLY MEMBERSHIP EMAIL \\ DIGITAL AD

Reservation Deadline: 1st of the month before publication (e.g. April 1st for May emails)
Artwork, & Payment Deadline: 5th of the month before publication

Column Ad 4 emails / month full color 300 pixels width x 200 pixels height (4 in. width x 2.75 in. height)	<input type="checkbox"/> Sept 2018 (\$150)	<input type="checkbox"/> Oct 2018 (\$150)	<input type="checkbox"/> Nov 2018 (\$150)
	<input type="checkbox"/> Dec 2018 (\$150)	<input type="checkbox"/> Jan 2019 (\$150)	<input type="checkbox"/> Feb 2019 (\$150)
	<input type="checkbox"/> March 2019 (\$150)	<input type="checkbox"/> Apr 2019 (\$150)	<input type="checkbox"/> May 2019 (\$150)

Want site visits? Send a webpage link with your ad artwork and we'll hyperlink your ad!

SUBTOTAL : \$ _____

BI-MONTHLY E-NEWSLETTER \\ DIGITAL AD

Reservation Deadline: 1st of the month before publication (e.g. April 1st for May e-news)
Artwork, & Payment Deadline: 5th of the month before publication

Column Ad full color 300 pixels width x 200 pixels height (4 in. width x 2.75 in. height)	<input type="checkbox"/> Sept 2018 (\$150)	<input type="checkbox"/> Nov 2018 (\$150)
	<input type="checkbox"/> Jan 2019 (\$150)	<input type="checkbox"/> March 2019 (\$150)

Want site visits? Send a webpage link with your ad artwork and we'll hyperlink your ad!

SUBTOTAL : \$ _____

2018-2019

ADVERTISEMENT PAYMENT FORM

TOTAL : \$ _____

- 1 \\ **Reserve your adspace.** Once completed, scan and send pages 2 & 3 of this form to cmcintosh@aypo.org. All reservation requests pend the approval of AYPO.
- 2 \\ **Make your payment.** Upon approval, please make checks payable to American Youth Philharmonic Orchestras and address to AYPO Advertising, 4026 Hummer Road, Annandale, VA 22003.
- 3 \\ **Send your artwork.** All artwork must be in high resolution PDF, PNG or JPEG format. Please submit artwork to cmcintosh@aypo.org by its respective deadline (see worksheet pages 2 & 3).

ADVERTISER INFORMATION

Authorized by (print full name) : _____

Job Title : _____

Company/Organization : _____

Address : _____ City/State/Zip : _____

Email : _____ Phone : _____