

MISSOULA SYMPHONY ORCHESTRA & CHORALE

BEETHOVEN COULDN'T COMPOSE A BETTER AUDIENCE

Get your message in front of a loyal, supportive, and sought-after group when you advertise in the Missoula Symphony programs. Concerts are consistently sold out or near capacity, and concert-goers are well educated and active. By the end of the season, your ad will reach over 10,000 people who carefully read the concert programs from cover to cover. Advertising in the programs is your opportunity to strike a chord with this important target audience.

Every note speaks volumes. Make your message heard today.



2016/2017 SYMPHONY EXPERIENCE

Our 62nd season promises to be one to remember! We expect our lineup of noted performers and repertoire to attract one of our largest and most diverse audiences ever. Here are some highlights from this season.

SEPTEMBER 24 & 25, 2016

FAST MACHINE

Featuring Jennifer Frautschi, violin soloist

Hold on tight! Our season-opener takes you for A Short Ride in a Fast Machine, followed by world-class violinist Jennifer Frautschi performing the passionate and thrilling Prokofiev Violin Concerto No. 1. After intermission, the journey continues with Fingal's Cave and Debussy's epic ode to the sea, La Mer.

OCTOBER 29 & 30, 2016

AUTUMN GLOW

Featuring Lisa Smirnova, piano soloist

There's nothing scary about our Halloween weekend concerts! We are pleased to announce the triumphant return of pianist Lisa Smirnova. A classical repertoire specialist, she will dazzle you with the lively Mozart Piano Concerto No. 14. A magnificent Brahms masterpiece closes the concert.

DECEMBER 3 & 4, 2016

HOLIDAY POPS!

An event even Santa can't miss, we present Missoula's most popular holiday concert tradition. The orchestra and chorale ring in the special season with a joyful and poignant program of holiday favorites. These concerts sell out every year – buy your tickets today!

MARCH 11 & 12, 2017

ETERNAL LIGHT

Featuring Christina Pier, soprano, Kimberly Gratland James, mezzo soprano, David Cody, tenor & Seth Keeton, bass
Known as "The Great" C Minor Mass for good reason – Mozart's deeply powerful masterpiece will be a highlight of the season. Four incredible soloists join the orchestra and chorale to deliver Mozart's message of wisdom and light.

APRIL 29 & 30, 2017

FOUR SEASONS

Featuring Sandy Cameron, violin soloist

Our 62nd season closes with a sultry salute to Spring! Steamy violinist Sandy Cameron will thrill you as we feature her on one of the most virtuosic and sublime pieces in the repertoire. Then, spring takes a sexy and sinister turn as the orchestra performs Stravinsky's wild and incredible Rite of Spring. It will leave you breathless!

2016/2017 PROGRAM ADVERTISING

BLACK AND WHITE RATES						
Size	Dimensions	Single <i>concert rate</i>	5 Concerts <i>per concert</i>	<i>total</i>	Creative Fee*	
Quarter Pg. <i>HORIZONTAL</i>	4.75" w x 1.8125" h	\$120	\$100	\$500	\$8	
Quarter Pg. <i>VERTICAL</i>	2.3125 in" w x 3.8125" h	\$120	\$100	\$500	\$8	
Half Pg.	4.75" w x 3.8125" h	\$215	\$180	\$900	\$23	
Full Pg.	4.75" w x 7.75" h	\$390	\$328	\$1640	\$23	

FULL COLOR RATES						
Size	Dimensions	Single <i>concert rate</i>	5 Concerts <i>per concert</i>	<i>total</i>	Creative Fee*	
Quarter Pg. <i>HORIZONTAL</i>	4.75" w x 1.8125" h	\$360	\$340	\$1700	\$8	
Quarter Pg. <i>VERTICAL</i>	2.3125 in" w x 3.8125" h	\$360	\$340	\$1700	\$8	
Half Pg.	4.75" w x 3.8125" h	\$455	\$430	\$2150	\$23	
Full Pg.	4.75" w x 7.75" h	\$630	\$600	\$3000	\$23	
Inside Front Cover	4.75" w x 7.75" h	\$690	\$660	\$3300	\$23	
Back Cover	4.75" w x 7.75" h	\$690	\$660	\$3300	\$23	
Half Pg. Center	4.75" w x 3.8125" h	-----	\$475	\$2375	\$23	

**If necessary*

STRIKE A CHORD AND BE HEARD

- Symphony goers are a prime group of well-educated individuals with higher than average disposable income.
- Concert attendees earn a substantial income. Compared to non-attending households, symphony goers generally make double the average US household income.*
- Symphony goers feel it is important to nurture themselves and others: 72% feel it is important to do something for themselves from time to time, and 60% feel it is important to spend romantic time with a spouse or partner.*
- Symphony goers are loyal, attending nearly every concert during the season.
- Attendees are community oriented and believe it is important to be part of community activities.*
- Missoula Symphony concerts have been sold out or near capacity for the last several seasons.
- Total audience reach for the 2015-2016 season is over 10,000 people from Missoula and surrounding areas
- Symphony goers are heavy users of financial, insurance, and banking services. They shop galleries, sporting goods stores and fine clothiers. They dine out often.

*Figures according to The League of American Orchestras Audience Motivation Research Project.

SPACE RESERVATIONS & PAYMENT

Ad deadline is September 1st.
Payment deadline is September 18th.

To reserve your space, please contact:

Jacque Walawander

Phone: 406.523.5271

Email: jacque.walawander@lee.net

SPECIFICATIONS & DEADLINES

- 133 lpi (at 100% of run size)
- 300 dpi (at 100% of run size)
- CMYK color, No Pantone, No rich black
- PDF format, flattened with fonts embedded or outlined
- Export PDF's with the Adobe PDF Preset, PDF/X1a;2001
- Please include a color proof
- For further file requirements and/or distiller settings contact:

Adam Potts: 406.523.5224 | adam.potts@missoulia.com

Press-ready ads are due September 1st. Advertisers who need layout/design assistance must submit your materials by September 1 or by special arrangement with Jacque Walawander.