

Go Digital With the Symphony.

100 YEARS IN THE MAKING.

The Kalamazoo Symphony Orchestra has been making symphonic music a part of everyday life in Southwest Michigan for over 100 years. We are actively collaborating with Kalamazoo organizations to inspire, care for, educate, and connect people through the arts. As Michigan's third-largest orchestra, we actively work to curate exceptional symphonic music, world-class guest artists, and vibrant educational programs, reaching up to 50,000 patrons annually.

THE POWER OF RETARGETING.



Our Web Audience

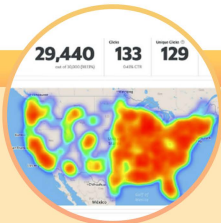
Our Digital Retargeting program will allow you to reach the Symphony's targeted, high-quality, unique audience wherever they consume digital content. Get your product directly in front of our patrons.

Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to the Kalamazoo Symphony's website visitors and retarget them with your company's ads that will showcase your brand anywhere they visit online.

Quality Targeting

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with the Symphony's uniquely qualified audience that will showcase your business to those who need you the most.



QUANTIFIABLE RESULTS.

Receive detailed reports that allow you to **see your campaign results** in real-time including impressions, clicks, and geographical locations of ads served.



**KALAMAZOO
SYMPHONY
ORCHESTRA**

Partnership Through Music.

OUR AUDIENCE:

Active Online

150,000 people are reachable through our digital advertising.

Local Residents

More than 50% of KSO patrons are from the City of Kalamazoo

75% are from Kalamazoo County

Substantial Income

Almost half of KSO patrons earn annual incomes over \$75,000

20% earn more than \$125,000 annually

Up and Coming

54% of patrons visiting our website are under the age of 45.



CHOOSE YOUR REACH.

All packages run for 30 days.

Package	# of Impressions	CPM	Price
Section	70,000	\$26.00	\$1,820
Principal	150,000	\$27.50	\$2,750
Concertmaster	200,000	\$22.50	\$3,375
Maestro	250,000	\$20.00	\$5,000

Get a FREE Print Ad!

Featured for 5 months in our program book.

Quarter Page Ad - \$882 Value!

Half Page Ad - \$1,764 Value!

For More Information:

[Click Here](#) to view an informational video!

Haley Cyr
269.459.7882
ads@kalamazoosymphony.com
www.KalamazooSymphony.com

In Collaboration With
 Feathr



Our Audience. Connected to You.

YOUR MESSAGE.

Before we launch your Digital Retargeting Campaign, we will need four (4) pieces of content from you. These four web banner sizes are accepted and available almost universally across the web.

The Sizes (in pixels, width x height):

160 x 600

180 x 150

300 x 250

728 x 90

COMPELLING CREATIVES.

Imagery

Always make your creative eye-catching! Bright colors, smiling faces, crisp lines: These are all recommended elements for an engaging ad.

Value Proposition

The value proposition should take up the most space and showcase the value you are presenting.

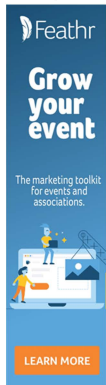
Call to Action

A call to action (CTA) encourages your audience to perform the intended action. One great way to include a CTA is through a "button."

Logo

Your company logo should be visible, but less dominant than the value proposition or the call to action. Your logo should be on a transparent background.

***Example Ad

A vertical blue banner for Feathr. At the top is the Feathr logo. Below it, the text "Grow your event" is in large white font. Underneath, in smaller white text, is "The marketing toolkit for events and associations." At the bottom, there is an illustration of a person standing on a laptop screen, and a "LEARN MORE" button in an orange box at the very bottom.

Feathr

Grow your event

The marketing toolkit for events and associations.

LEARN MORE

***Ad sizes are enlarged to show example detail.

A horizontal blue banner for Feathr. It features the Feathr logo on the left, the text "Grow your event" in large white font, and "The marketing toolkit for events and associations." in smaller white text. On the right, there is an illustration of a person standing on a laptop screen, and a "LEARN MORE" button in an orange box.

Feathr

Grow your event

The marketing toolkit for events and associations.

LEARN MORE

