

Your Symphony. Print Advertising.

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.

CONNECT. BUILD. COMMUNICATE.

Connect and build brand awareness with the Kalamazoo Symphony's unique, high-quality, and loyal audience from September to June.

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

Well-Educated

50% of KSO patrons hold bachelors or advanced degrees

52% are in professional, management or medical fields

Free Time

60% of KSO patrons have no children in the household

20% are retired



NOW WITH MORE IMPACT.

Our improved program book will be only a quarter of the length of previous issues, meaning each placement will have **increased visibility**. Integrated layouts feature ads alongside concert details.

KSO
100

KALAMAZOO
SYMPHONY
ORCHESTRA



Partnership Through Music.

CHOOSE YOUR REACH.

The Symphony offers flexible options for advertising in our programs allowing you to choose the package that's best for you and your organization. **We are proud to offer a 50% advertising discount to all non-profit organizations.**



| Ad Size | Sept-Jan | Feb-June | Sept-June |
|---|-----------------|-----------------|------------------|
| Half Page vert. 2.0625"w x 7.5"h horiz. 4.375"w x 3.625"h | \$1,764 | \$1,764 | \$3,175 |
| Full Page 4.375"w x 7.5"h | \$2,646 | \$2,646 | \$4,762 |
| Premium Placement | Sept-Jan | Feb-June | Sept-June |
| Inside Back Cover 4.375"w x 7.5"h | \$2,835 | \$2,835 | \$5,103 |
| Outside Back Cover 4.375"w x 7.5"h | \$3,105 | \$3,105 | \$5,670 |

BEST DEAL!

Save 10% when you
advertise all season!

Placement must be confirmed by **August 11**. All artwork should be submitted as a high-resolution PDF file. Email print-ready ads to ads@kalamazoosymphony.com by August 23.

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