

# MIDCOAST SYMPHONY ORCHESTRA



## Reach Your Customers • Support Your Community

### Benefits of becoming a business supporter of the MSO

#### MSO is ...

A professionally-led, all-volunteer, 80-member community orchestra that performs for the public at the Orion Performing Arts Center in Topsham and the Franco Center in Lewiston.

We offer our audiences a rare opportunity to experience classical music performed at a level that is otherwise only available in larger cities that host a professional orchestra with higher ticket pricing and more travel time.

High-quality performances, outstanding guest artists, comfortable concert venues, and community outreach programs have all increased our visibility and recognition over 35 years of operation.

#### Our Audience

Our audience comes from coastal Kittery to Camden, and inland from South Berwick to Waterville, with larger concentrations from the Lewiston/Auburn, Brunswick/Topsham and Midcoast regions. Our audience size averages 2,700-3,000 each season.

#### Why Advertise with MSO?

We develop a high-quality program book each season. The same book is used for 8 events: 4 concert series with 2 performances each in the October - May season.

#### Ads are an important feature of our programs!

- ★ Your ad is **carefully placed** with regard to location in the program.
- ★ We invite the audience to take our programs home to read at their leisure, and encourage them to do business with our sponsors. The program can also be viewed on our website, adding to your exposure.
- ★ Ads help **keep ticket prices affordable** and reinforce the community nature of our organization.
- ★ Your ad gets **repeated exposure to a targeted audience**. Our audience members tend to have extra funds to spend and like to support their local community.

For more information about the orchestra, see our [website](#) and [Facebook](#) page.



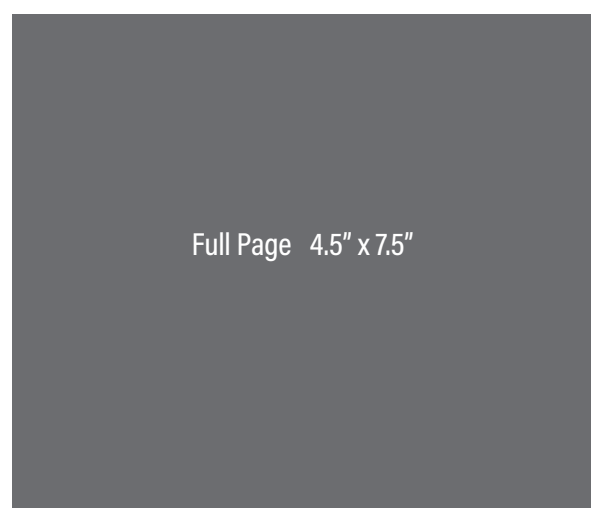
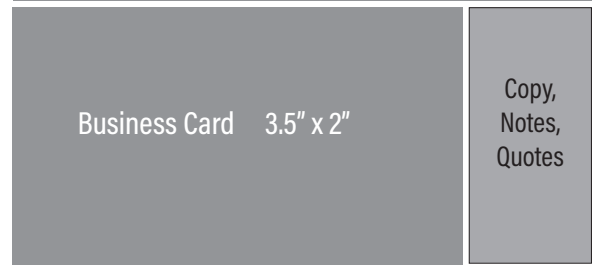
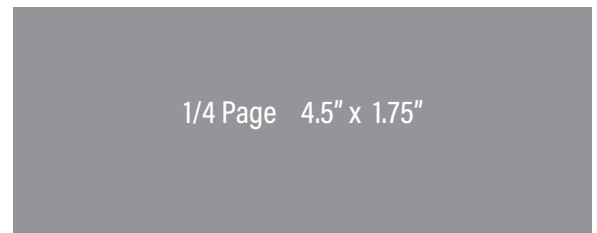
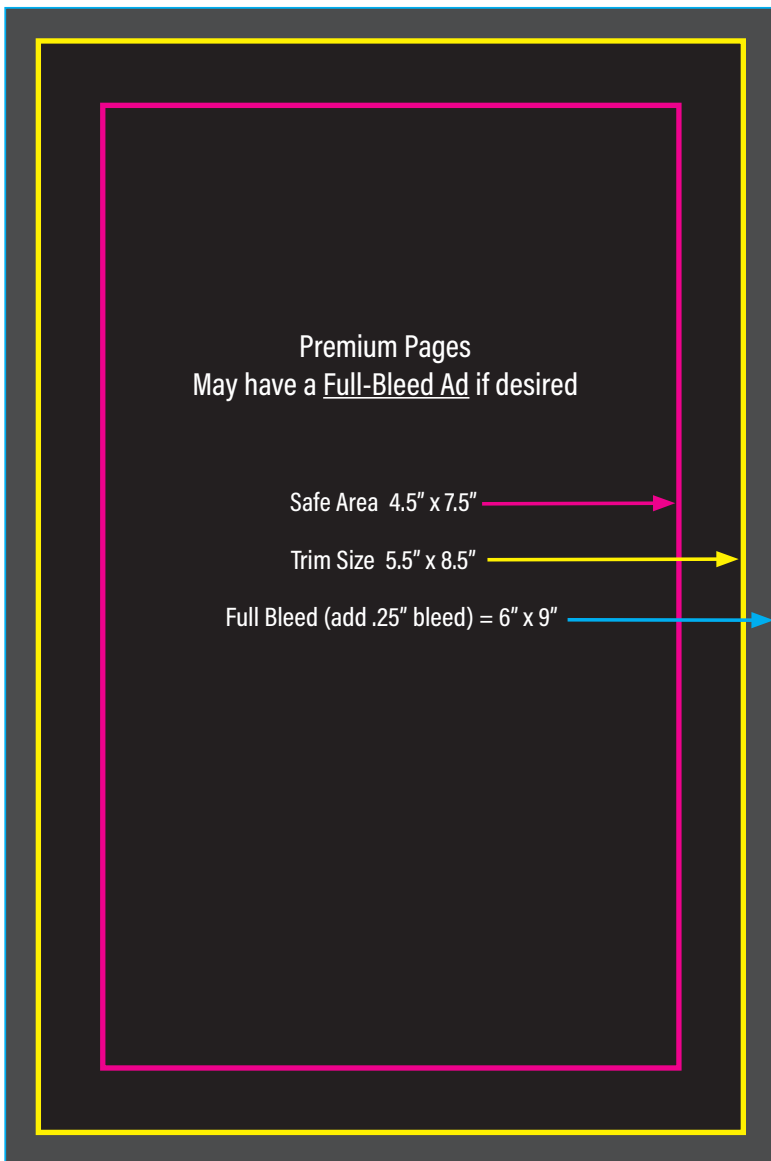
Midcoast Symphony Orchestra is a 501(c)(3) non-profit organization.



**AD SIZES OFFERED**

- Full Premium Page 4.5" x 7.5" or Full-bleed 6" x 9"
- Full page 4.5" x 7.5"
- 1/2 page 4.5" x 3.625"
- 1/4 page (horizontal) 4.5" x 1.75"
- 1/4 page (vertical) 2.125" x 3.625"
- Business Card (horizontal) 3.5" x 2"

*Note: Pages shown are proportionally the same size.  
The Pink Outline = The Full Page next to it, so you may compare the extra space given to a Premium full-bleed ad.*





**Want to “Hit the Right Note” with our audiences?**  
Become a sponsor! As a Sponsor, you will maximize your business’s exposure, while showing your support of a popular community organization.

**Sponsorship Opportunities**

**Investment**

**Recognition and Benefits**

Season Underwriter

\$3,100

- Free full-page ad in our program book
- Logo with a clickable link to your website on the MSO website
- Listing on prominent signage at all concerts
- 8 free tickets to MSO concerts
- Recognition from the stage during opening speeches
- Logo and company information on a slide during pre-concert slideshow
- Company profile in an MSO electronic newsletter
- Logo on newsletters, posters, postcards & print ads promoting the concerts

Season Sponsor

\$2,000

- Free full-page ad in our program book
- Logo with a clickable link to your website on the MSO website
- Listing on prominent signage at all concerts
- 8 free tickets to MSO concerts
- Recognition from the stage during opening speeches
- Logo on a slide during pre-concert slideshow
- Company profile in an MSO electronic newsletter
- Logo placement on newsletters
- Listing on posters, postcards & print ads promoting the concerts

Concert Series Sponsor

\$750

(2 concerts per series:  
Topsham & Lewiston)

You may sponsor more than  
one concert series.

- Free half-page ad in our program book
- Logo with a clickable link to your website on the MSO website
- Listing on prominent signage at sponsored concerts
- 4 free tickets to sponsored MSO concert
- Recognition from stage during opening speeches at sponsored concerts
- Logo on a slide during pre-concert slideshow at sponsored concerts
- Company profile in an MSO electronic newsletter
- Logo placement on newsletter promoting sponsored concerts
- Listing on posters, postcards & print ads promoting sponsored concerts



## ADVERTISER INFORMATION

Business Name (write on line above please)

Date ad was ordered

Contact Person

E-Mail (Help us save paper! We do not share our list. You will only be notified of MSO events.)

Address

( )  
Phone

( )  
Fax

### SPONSORSHIP ORDER

- Season Underwriter - \$3,100     
  Season Sponsor - \$2,000     
  Concert Series Sponsor - \$750

For Concert Sponsors: Which concert(s) would you like to sponsor? Oct. \_\_\_\_\_ Jan. \_\_\_\_\_ March \_\_\_\_\_ May \_\_\_\_\_

### ADVERTISER ORDER

- Repeat last year – No Changes     
  I will provide a New Digital Ad     
  Repeat last year with change\*  
 Set-up a New Ad with information provided\*     
 (\*You will be billed by the Art Director for edits at a non-profit rate.)

\*Requested Ad Changes: \_\_\_\_\_

### AD SIZES AND ACCEPTED FILE FORMATS

File Formats Accepted	Check	Size	Cost
PDF: 300 dpi (or higher) with fonts & images embedded	<input type="checkbox"/> Full premium pages Requested Ad Location _____	4.5" x 7.5" or Full-bleed 6"x 9"	\$800
JPEG, PNG, or TIFF: 300 dpi minimum	<input type="checkbox"/> Full page	4.5" x 7.5" Interior	\$650
	<input type="checkbox"/> 1/2 page	4.5" x 3.625" Interior	\$425
	<input type="checkbox"/> 1/4 page (horizontal)	4.5" x 1.75" Interior	\$275
	<input type="checkbox"/> 1/4 page (vertical)	2.125" x 3.625" Interior	\$275
	<input type="checkbox"/> Business card (horizontal)	3.5" x 2" Interior	\$150

All ads must be at least 300 dpi in Grayscale or CMYK Color (**No RGB**)

**No ads accepted in "Word" or in any text file format.**

*Incorrect files will incur a file correction fee.*

If physical business cards are provided, a scanning fee will apply.  
Original digital files result in cleaner reproduction over scans of printed materials.

### DUE DATES AND BILLING INFORMATION

Submit digital ads no later than August 20, 2024

- Check attached # \_\_\_\_\_ Return this form with your check written to "MSO" - Mail to: P.O. Box 86, Brunswick, ME 04011  
 Please bill me later     
  Fill out this form online. Submit it to: MLevine@MidcoastSymphony.org

MSO is a 501(c)(3) non-profit organization - Donations are tax deductible ■ **Questions:** Call the Box Office at 207-481-0790

**Thank you for your support!**