

# SYMPHONICITY

THE SYMPHONY ORCHESTRA OF VIRGINIA BEACH

## **Advertising Policies for 2016-2017 Season**

Dear Customers:

Symphonicity-the Symphony Orchestra of Virginia Beach invites you to place an advertisement in our 2016-2017 season program books. This is a very special season, because it is the year of our “Quest for the Best”, as we choose a new Music Director/Conductor. This is a very significant time in our orchestra’s history, and your ad will be seen by many concertgoers.

Your ad will reach **more than 7000** people, at the beautiful \$50 million Sandler Center for the Performing Arts, our home venue. We will perform our Masterworks concerts on October 16, 2016, November 20, 2016, February 19, 2017, March 26, 2017, and May 7, 2017. Our annual family-oriented Lollipop Concert will be held January 14, 2017.

Your unique ad will appear in **all six** programs. Your business will also be featured on our website. As the popularity of Town Center grows, we encourage you to take advantage of this opportunity to showcase your business to clients from all over Hampton Roads.

This season marks our **36th Anniversary-help us celebrate!** Your business will profit from this exposure. Enclosed are rate and spec sheets for ads, and a contract. It is easy to participate—just follow the steps below:

- 1-Choose your ad size
- 2-Fill out the contract
- 3-Send your check now, or be billed for it-or use MasterCard, VISA, AMEX, or DISCOVER for quick and easy payment.
- 4-When ready, email your ad directly to: [wendy.young@symphonicity.org](mailto:wendy.young@symphonicity.org)

Questions? Call Wendy Young at 671-8611

***Thank you for being part of the music!***

**RATE AND SPECIFICATION SHEETS FOR PROGRAM BOOK  
FOR 2016-2017 SEASON OF SYMPHONICITY**

<b>Back cover ad</b>	<b>\$1500-sold</b>
<b>Inside front cover ad</b>	<b>\$975-sold</b>
<b>Inside back cover ad</b>	<b>\$975-sold</b>
<b>Full page ad</b>	<b>\$575</b>
<b>Half page ad</b>	<b>\$425</b>
<b>Third page ad</b>	<b>\$325</b>

**Ad sizes:**

<b>Full page ad</b>	<b>7.75 tall X 4.75 wide</b>
<b>Half page ad</b>	<b>3.88 tall X 4.75 wide</b>
<b>Third page ad</b>	<b>2.58 tall X 4.75 wide</b>

**ALL ADS WILL APPEAR IN BLACK AND WHITE, except the covers which are 4 color!**

**Please email your camera-ready ad to: [wendy.young@symphonicity.org](mailto:wendy.young@symphonicity.org)**

**Ads are due by September 1, 2016, and payment in full is due by August 15, 2016.**

**CONTRACT FOR ADVERTISEMENT IN SYMPHONICITY  
PROGRAM BOOK 2016-2017 SEASON**

**Name of Business/Individual** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Daytime Phone** \_\_\_\_\_

**Fax** \_\_\_\_\_

**Email** \_\_\_\_\_

**Contact person** \_\_\_\_\_

**SIZE AD:**

**Full page** \_\_\_\_\_

**Half page** \_\_\_\_\_

**Third page** \_\_\_\_\_

-----  
**Bill me** \_\_\_\_\_ **Check enclosed** \_\_\_\_\_

**VISA, MASTERCARD, AMEX, or DISCOVER ACCEPTED:**

**Acct No.** \_\_\_\_\_ **Exp** \_\_\_\_\_

**V Code(3 or 4 digits)** \_\_\_\_\_

**Signature of responsible party** \_\_\_\_\_

**Date** \_\_\_\_\_

*Please make checks payable to Symphonicity-THANK YOU!!!!*