

2016–2017 CSO *Bravo!* Program Book Media Kit

Symphony Audience Demographics:

- ◆ Highly educated (55% post-graduate work/degree holders)
- ◆ Above average income (\$115K mean)
- ◆ Mean age of 62
- ◆ **Geographic segmentation:** 40% Charleston, 20% Mt. Pleasant, 12% Kiawah/Seabrook Islands, 7% Summerville, 4% Sullivan's Island/Isle of Palms, 3% Daniel Island)



Full page
Non-bleed:
6" x 9.25"
Bleed:
7" x 10.25"



1/2 page
6" x 4.25"



1/4 page
2.75" x 4.25"

Return Advertiser Pricing Good Through June 30

PREMIUM POSITIONS

Back Cover \$4700.....\$5000

Inside Front \$3700.....\$4000

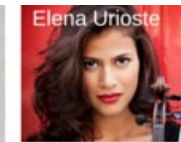
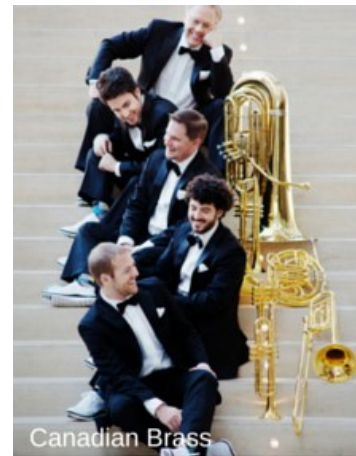
Inside Back \$2700.....\$4000

DISPLAY ADS (COLOR)

Full Page \$2,700.....\$3000

1/2 Page \$1,300.....\$1500

1/4 Page \$750.....\$850



20,000 COPIES DISTRIBUTED
Throughout Sept 2016- April 2017 Season!

The Charleston Symphony Orchestra is a registered 501(c)(3) non-profit organization and contributions are tax deductible to the full extent of the law. Ticket sales cover just 35% of the CSO's operating budget while philanthropic support from the community makes up the remaining 65%.

The CSO is South Carolina's only community-supported resident orchestra of professional full-time musicians. The mission of the Charleston Symphony Orchestra (CSO) is to enrich the cultural life of South Carolina's Lowcountry with high-quality performances of symphonic and chamber music, and unique and engaging music education opportunities throughout the region.

The CSO is an essential part of the area's cultural arts community. An advertisement in our concert program, *Bravo!*, supports the CSO and highlights your organization by promoting it to a responsive and attentive audience.

The season will run from early September 2016 through April 2017.

- ALL ads must be high resolution PDF or .JPEG
- Publication trim size is 6.75" x 10"
- Safety margin 0.25" on all sides
- Bleed size includes a 0.125" bleed on all four sides
- Graphic design services available at \$75/hour
- Rates include placement in two *Bravo!* volumes

Reserve ad space by contacting LesLee Ames (843)277-5717

or amesl@charlestonsymphony.org

**C H A R L E S T O N
S Y M P H O N Y
O R C H E S T R A**

Ken Lam Music Director