# MARINSYMPHONY25|26

#### 2025-26 SEASON PROGRAM BOOK - MEDIA KIT

Reach a unique audience of sophisticated, arts-loving adults with the Marin Symphony's Season Program Book. This full-color publication is highly-read before, during, and after each concert performance. This season, you can expect to reach an average of 1200 patrons at each of our 9 concert sets.

- We're offering an exciting season featuring our new Music Director, Masterworks, Chamber Music, Pops, & Chorus Concerts
- All advertisers receive 2 tickets to the concert of their choice.
- Creative can be used for both issues; advertiser has option to update for 2nd Issue
- Receive an Early Bird 10% Discount When You Order by Aug 25, 2025

#### **ISSUE 1**

Chamber Music 1: Oct 11 & 12, 2025 Masterworks 1: Nov 8 & 9, 2025 Holiday Choral: Dec 6 & 7, 2025 Masterworks 2: Jan 10 & 11, 2026

#### **ISSUE 2**

Pops: Feb 21 & 22, 2026 Chamber Music 2: Mar 14 & 15, 2026 Choral Concert: Mar 28 & 29, 2026 Masterworks 3: April 11 & 12, 2026 Masterworks 4: May 30 & 31, 2026



Trim Size: 5.5 x 8.5



Full page bleed 5-1/2 x 8-1/2 +1/8 all around

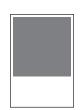
1/4 page vertical



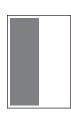
Full page non-bleed 5 x 8



veritical 3-5/16 x 8

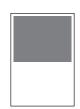


horizontal 5 x 5-5/16



veritical 2-7/16 x 8

3.9375"



horizontal 5 x 3-15/16



horizontal 5 x 2-9/16



horizontal 5 x 1-15/16



veritical 2-7/16 x 3-15/16

#### SIZE **PRICE** DIMENSIONS (inches), all ads are full color

		width	height	bleed	
Full page bleed	\$2850	5.5"	8.5"	+ .1875" all around (full pages only)	
Full page non-bleed	\$2850	5.0"	8.0"		
2/3 page vertical	\$2250	3.3125"	8.0"	Extend Your Advertising Rea Full Page Premium Positi	
2/3 page horizontal	\$2250	5.0"	5.3125"	Back Cover	
1/2 page vertical	\$1800	2.4375"	8.0"	Inside Front Cover Inside Back Cover	
1/2 page horizontal	\$1800	5.0"	3.9375"	The Marin Symphony audie	
1/3 page horizontal	\$1350	5.0"	2.5625"	affluent, highly educated, and the performing arts. Most are	
1/4 page horizontal	\$950	5.0"	1.9375"	the ages of 50 and 85 and throughout Marin County and	
				Francisco Bay Area.	

2.4375"

\$950

**Extend Your Advertising Reach with Full Page Premium Positions:** 

**Back Cover** \$3650 **Inside Front Cover Inside Back Cover** \$3525

The Marin Symphony audience is affluent, highly educated, and loves the performing arts. Most are between the ages of 50 and 85 and live throughout Marin County and the San Francisco Bay Area.

## MARINSYMPHONY25 26

#### Reach an Engaged, Affluent Arts Audience Advertise in Marin Symphony's Weekly E-Newsletter

#### **Audience Snapshot**

- 10,000+ Subscribers
- 48% Average Open Rate
- Subscribers include Marin County residents, arts patrons, donors, educators, and professionals with an interest in music and culture.

#### **Advertising Rates**

- Exclusive footer ad per weekly issue \$400
- BONUS Includes FB post of e-newsletter to 3.9k followers

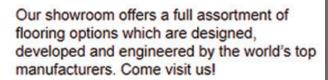
#### Sample Desktop View

#### This Week's Featured Advertiser



#### Rafael Floors

Rafael Floors offers you the highest quality styles and brand names in the flooring industry. From Armstrong to Zoroufy – literally A to ZI



#### Sample Mobile View



Rafael Floors offers you the highest quality styles and brand names in the flooring industry. From Armstrong to Zoroufy – literally A to Z!

Our showroom offers a full assortment of flooring options which are designed, developed and engineered by the world's top manufacturers. Come visit us!

#### **Newsletter Overview**

- Weekly Sent Fridays, 50 Issues Per Year
- Concert Updates, Artist Features, Ticket Links, Behind the Scenes Content
- Mobile-Friendly Layout
- Ad Includes Logo, Image, Copy, Hyper-link

#### Why Advertise With Us?

- Premium Targeting: Marin Symphony supporters are loyal, local, and community-minded
- Exclusivity One advertiser per issue no clutter
- Measurable Results Track Key Metrics

#### 2025-26 SEASON PROGRAM BOOK MEDIA KIT Oct 2025 - May 2026

#### PRODUCT INFORMATION:

- 1. Applications/files accepted: PDF Press Quality
- 2. Embed all fonts and images
- 3. Convert all color art to CMYK
- 4. Image resolution at 300 dpi minimum, 100% print size

#### **CONTACT:**

Michael Vogel 415.261.8972 wingtip228@gmail.com

#### **DFADLINES:**

Get 10% Off With Your Early Bird Space Reservation! Book your space by Aug 25, 2025 and receive 10% off published rates

**Standard Space Reservation** - September 1, 2025 **Press-Ready Art Deadline** - September 5, 2025

#### WELCOME TO OUR 74th SEASON!

In a season of new beginnings, the Marin Symphony is thrilled to welcome a new Music Director—an exciting new chapter in our artistic journey. While concert programming is still being finalized, the season will feature four Masterworks concerts, two intimate Chamber Music performances, a festive Holiday Choral concert, an entertaining Pops concert, and a powerful Choral showcase.

Your advertising support helps us continue bringing exceptional live music to the Marin community and ensures the future of orchestral music for generations to come. Thank you for considering this opportunity to partner with us.

**Notes:** The Marin Symphony does not provide graphic design services for advertisers. Ads must be submitted in press-ready format according to the specs above. Colors may vary slightly as all printers and presses are calibrated differently. We can not guarantee the quality of press-ready electronic ads but will do our best to bing any errors or issues with submitted files to your attention before the press run.

Concert details and dates subject to change.

Marin Symphony reserves the right to not include/place advertisements it deems unacceptable for publication in its program books. This includes non-print quality of art provided, and/or content that is inappropriate for its mission as a leading cultural arts organization service the community of Marin and Bay Area (advertisers will not be billed for ads not accepted).

#### 2025-25 SEASON E-NEWSLETTER ADVERTISING MEDIA KIT AUG 2025 - JUNE 2026

#### PRODUCT INFORMATION

Exclusive weekly featured advertiser section includes:

- Your logo plus one image (jpeg, png)
- Up to 60 words of copy Your business name, short promo message, and call-to-action (CTA) such as a website or offer
- Link to your website, landing page
- Available Dates Fridays: August 1, 2025 thru June 26, 2026 First-come, first-served basis
- Metrics, including open rate numbers and unique clicks, will be shared
- BONUS Includes FB post of e-newsletter to 3.9k followers

#### **DEADLINE**

- Materials due: 5 business days before scheduled send date
- Late submissions may be rescheduled to a future date based on availability
- Advertiser will receive proof for approval 2-3 days prior to deployment

#### **SCHEDULE**

Aug 2025: 1, 8, 15, 22, 29	Jan 2026: 9, 16, 23, 30
Sep 2025: 5, 12, 19, 26	Feb 2026: 6, 13, 20, 27
Oct 2025: 3, 10, 17, 24, 31	Mar 2026: 6, 13, 20, 27
Nov 2025:7, 14, 21	Apr 2026: 3, 10, 17, 24
Dec 2025: 5, 12, 19	May 2026: 1, 8, 15, 22, 29
	Jun 2026: 5, 12, 19, 26

#### **PRICING**

\$400 per e-newsletter (not eligible for Early Bird Discount)

#### CONTACT

Michael Vogel 415.261.8972 wingtip228@gmail.com

The Marin Symphony reserves the right to not place advertisement it deems unacceptable for publication in its E-Newsletter. This includes content that is inappropriate for its mission as a leading cultural arts organization serving the communities of Marin and the Bay Area.

# MARINSYMPHONY25|26

### Season Program Book and E-Newsletter Advertising Insertion Order

DATE OF RESERVATION	ACCOUNT EXECUTIVE						
Business Name							
Client Contact							
Address							
City			_ Zip				
Email							
Phone							
AD SIZE	RATE						
AD SIZE	RAIE	Early Bird*	Regular				
☐ Full Page Bleed 5.5" W x 8.5" H + .1875"	Full Page	□\$2565	□\$2850				
☐ Full Page Non-Bleed	2/3 Page	□\$2025	□\$2250				
5.0" W x 8.0" H	1/2 Page	□\$1620	□\$1800				
☐ 2/3 Page Vertical	1/3 Page	<b>\$1215</b>	□\$1350				
3.3125" W x 8.0" H	1/4 Page	□\$855	□\$950				
☐ 2/3 Page Horizontal	Back Cover	□\$3420	□\$3800				
5.0" W x 5.3125" H	Inside Front Cover	□\$3285	□\$3650				
☐ 1/2 Page Vertical	Inside Back Cover	□\$3172	□\$3525				
2.4375" W x 8.0" H	*Early Bird ads must be placed by Aug 25, 2025. Premium cover						
☐ 1/2 Page Horizontal	positions are available on a first-come, first-served basis.						
5.0" W x 3.9375" H	<b>E-Newsletter</b> (not eligible for Discount) # @ \$400 = Available Friday Dates: Aug 1, 2025 thru June 26, 2026						
☐ 1/3 Page Horizontal							
5.0" W x 2.5625" H	Dates Requested:						
☐ 1/4 Page Horizontal	□ Lwill pay in	o full now					
5.0" W x 1.9375" H	☐ I will pay in full now. (Check or credit card)						
□ 1/4 Page Vertical		e 30 days upon receipt)					
2.4375" W x 3.9375" H	All Print ad payments are due no later than September 30, 2025. Unpaid ads will not be published. E-Newsletter payment due within 30 days of deployment.						
CREDIT CARD PAYMENT UVisa	☐ Mastercard	☐ American	Express				
Credit Card Number:		Exp. Date / CVV:					
Name on Card:							
Cardholder Signature:		Da <sup>i</sup>	te				