



## Why Advertise with AYPO?

- ▶ AYPO offers affordable, professional advertising space in printed publications (Member Handbook, Concert Season Programs, and the *Vivace* newsletter) and through e-communications (Weekly Membership E-mail, *Vivace* e-newsletter, and on the AYPO website).
- ▶ AYPO membership is comprised of the region's top youth musicians (more than 400 every season) and includes their families, friends, neighbors, private studio music teachers, and school music teachers
  - ◆ More than 50% of AYPO's graduating seniors attend the nation's top 25 colleges and universities
  - ◆ More than 33% of AYPO's graduating seniors major in music
- ▶ AYPO community includes music stores, arts & non-profit organizations, influential members of the corporate & non-profit communities, former & current board members, and individual & corporate donors
- ▶ AYPO patrons are located throughout Northern Virginia, Maryland, and Washington, D.C.

DON'T MISS THIS OPPORTUNITY TO MARKET DIRECTLY TO  
THESE TALENTED MUSICIANS AND THE ENTIRE AYPO COMMUNITY!

### Mission of the American Youth Philharmonic Orchestras:

To provide the highest quality musical experience that allows our students to grow as musicians and individuals, who then contribute to our nation's cultural landscape, as they become future artistic and community leaders

For questions or to request a hard copy of materials:

Michelle Wallace: [mwallace@aypo.org](mailto:mwallace@aypo.org), (703) 642-8051

Electronic examples of materials: <http://www.aypo.org/events/advertise.php>



## Advertisement Reservation Form (Discounts)

Advertising artwork and payment deadlines vary. Choose below from the list of options and enter the total on page 3. See page 4 for specifications. Discounts apply only to Music Teachers and AYPO Members.

### MEMBER HANDBOOK

Deadline for reservation, ad artwork and payment: August 15, 2011

- |   |             |   |             |
|---|-------------|---|-------------|
| <input type="checkbox"/> Full page - front inside cover ..... | \$225 \$203 | <input type="checkbox"/> Quarter page ..... | \$150 \$135 |
| <input type="checkbox"/> Full page - back inside cover .....  | \$210 \$189 | <input type="checkbox"/> Business card..... | \$100 \$90  |
| <input type="checkbox"/> Half page .....                      | \$175 \$158 |   |             |

### CONCERT PROGRAM

Deadline for reservation, ad artwork, and payment: October 1, 2011

- |  |             |   |             |
|--|-------------|---|-------------|
| <input type="checkbox"/> Full Page, back cover .....         | \$800 \$720 | <input type="checkbox"/> Full Page .....                    | \$550 \$495 |
| <input type="checkbox"/> Full Page, front inside cover ..... | \$700 \$630 | <input type="checkbox"/> Half Page (horizontal only) .....  | \$385 \$347 |
| <input type="checkbox"/> Full Page, back inside cover .....  | \$700 \$630 | <input type="checkbox"/> Third Page (horizontal only) ..... | \$275 \$248 |
| <input type="checkbox"/> Full Page, opposite program page... | \$700 \$630 |   |             |

### VIVACE! NEWSLETTER (PRINT EDITION)

Deadline for reservation, ad artwork and payment: April 1, 2012

- |  |             |
|--|-------------|
| <input type="checkbox"/> Half Page (vertical or horizontal)..... | \$400 \$360 |
| <input type="checkbox"/> Quarter Page .....                      | \$250 \$225 |
| <input type="checkbox"/> Business Card .....                     | \$200 \$180 |

### VIVACE! E-NEWSLETTER

Deadline for reservation, ad artwork and payment: 15<sup>th</sup> of the month before publication

- |   |                     |   |
|---|---------------------|---|
| <input type="checkbox"/> Feature Ad.....                        | \$50 \$45 per issue | <input type="checkbox"/> September: Season Welcome <i>Aug. 15<sup>th</sup> deadline</i> |
| <input type="checkbox"/> Column Ad.....                         | \$40 \$36 per issue | <input type="checkbox"/> November: AYP concert <i>Oct. 15<sup>th</sup> deadline</i>     |
| <input type="checkbox"/> Logo.....                              | \$35 \$32 per issue | <input type="checkbox"/> January: AYP concert <i>Dec. 15<sup>th</sup> deadline</i>      |
| <i>Choose issue(s) you would like to advertise to the right</i> |                     | <input type="checkbox"/> April: AYP concert <i>Mar. 15<sup>th</sup> deadline</i>        |
|   |                     | <input type="checkbox"/> June: Season Wrap-Up <i>May 15<sup>th</sup> deadline</i>       |

### WEEKLY MEMBERSHIP E-MAIL

Deadline for reservation, ad artwork and payment: 15<sup>th</sup> of the month before publication

- |  |                     |
|--|---------------------|
| <input type="checkbox"/> Banner Ad.....  | \$50 \$45 per month |
| <input type="checkbox"/> Feature Ad..... | \$40 \$36 per month |
| <input type="checkbox"/> Logo.....       | \$35 \$32 per month |

Write month(s) you would like to advertise (September 2011 – May 2012): \_\_\_\_\_

### WEBSITE (WWW.AYPO.ORG)

Deadline for reservation, ad artwork and payment: rolling advertising space (start anytime)

- |   |                      |
|---|----------------------|
| <input type="checkbox"/> Sponsor Ad (top of page) ..... | \$250 \$225 per year |
| <input type="checkbox"/> Logo.....                      | \$175 \$158 per year |

- |   |  |   |
|---|--|---|
| Choose ad location (see examples at <a href="http://www.aypo.org">www.aypo.org</a> ): |  | <input type="checkbox"/> News: Names of Note                |
| <input type="checkbox"/> Members: Weekly Rehearsals                                   | <input type="checkbox"/> Resources: Master Classes | <input type="checkbox"/> Resources: Summer Music Programs   |
| <input type="checkbox"/> Resources: University  | <input type="checkbox"/> Resources: Competitions   | <input type="checkbox"/> Resources: Discount Tickets (Arts) |



## Advertisement Payment Form

**TOTAL from Page 2: \$** \_\_\_\_\_

**Choose one option:**

- ( ) I will e-mail the ad artwork and mail payment by the given deadlines.
- ( ) I will e-mail the ad artwork by the given deadline. Check is enclosed for payment.
- ( ) I will e-mail the ad artwork by the given deadline. Please charge my credit card for payment\*:  
*\*MasterCard or Visa only. There is a \$5 credit card processing fee that will be added to the Total.*

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Signature: \_\_\_\_\_

Exp. date (mm/yy): \_\_\_\_\_ / \_\_\_\_\_ Security code (3 digits on back): \_\_\_\_\_

Billing address is the same as address below (if different, please contact [mwallace@aypo.org](mailto:mwallace@aypo.org))

**Please complete the following:**

AUTHORIZED BY (print full name): \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP CODE: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

PHONE: ( \_\_\_\_\_ ) \_\_\_\_\_ FAX: ( \_\_\_\_\_ ) \_\_\_\_\_

MAKE CHECK PAYABLE TO: American Youth Philharmonic Orchestras

MAIL TO: AYPO Advertising, 4026 Hummer Road, Annandale, VA 22003

For questions or to request a hard copy of materials:

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# Advertisement Mechanical Requirements and Specifications

All artwork must be high resolution PDF or JPEG format. Ads are allocated on a first-come, first-served basis at the discretion of AYPO. Ads are accepted under the assumption that the advertiser has gained the right to publish the contents. All copy and illustrative materials are subject to approval. AYPO has the right to hold the advertiser liable for payment.

## MEMBER HANDBOOK

Deadline reservation, artwork, payment: Aug. 15, 2011	Approx. readership: 900 (orchestra musicians, families)
Publication frequency: once at beginning of season	Print: black/white (grayscale)
Page size: 8.5 inches width, 11 inches height, 0.25 inch margins all around	
Ad artwork sizes:	
Full page - front inside cover .....	8 in. width, 10.5 in. height
Full page - back inside cover .....	8 in. width, 10.5 in. height
Half page .....	8 in. width, 5.25 in. height
Quarter page .....	4 in. width, 5.25 in. height
Business card .....	3.5 in. width, 2 in. height

## CONCERT PROGRAM

Deadline reservation, artwork, payment: Oct. 1, 2011	Approx. readership: 500 per concert
Publication frequency: eight times per season	Print: black/white (grayscale)
Page size: 5.5 inches width, 8.5 inches height, 0.25 inch margins all around	
Ad artwork sizes:	
Full Page & Covers .....	5 in. width, 8 in. height
Half Page .....	5 in. width, 4 in. height (horizontal only)
Third Page .....	5 in. width, 2.5 in. height (horizontal only)

## VIVACE! NEWSLETTER (PRINT EDITION)

Deadline reservation, artwork payment: Apr. 1, 2012	Approx. readership: 6,500
Publication frequency: once per season	Print: black/white (grayscale)
Page size: 8.5 inches width, 11 inches height, 0.25 inch margins all around	
Ad artwork sizes:	
Half Page (horizontal) .....	8 in. width, 5.25 in. height
Half Page (vertical) .....	4 in. width, 10.5 in. height
Quarter Page .....	4 in. width, 5.25 in. height
Business Card .....	3.5 in. width, 2 in. height

## VIVACE! E-NEWSLETTER

Deadline reservation, artwork, payment: 15 <sup>th</sup> of the month before publication	Publication frequency: five times per season
Extras: includes free link to your website	Approx. readership: 3,000 per e-mail
	Print: full color
Ad artwork sizes:	
Feature Ad .....	500 pixels (7 in.) width, 275 pixels (3.75 in.) height
Column Ad .....	120 pixels (1.75 in.) width, 200 pixels (2.75 in.) height
Logo .....	100 pixels (1.5 in.) width, 100 pixels (1.5 in.) height

## WEEKLY MEMBERSHIP E-MAIL

Deadline reservation, artwork, payment: 15 <sup>th</sup> of the month before publication	Publication frequency: once per week, September - May
Extras: includes free link to your website	Approx. readership: 1,000 per e-mail
	Print: full color
Ad artwork sizes:	
Banner Ad .....	600 pixels (8 in.) width, 125 pixels (1.75 in.) height
Feature Ad .....	400 pixels (5.5 in.) width, 300 pixels (4 in.) height
Logo .....	100 pixels (1.5 in.) width, 100 pixels (1.5 in.) height

## WEBSITE (WWW.AYPO.ORG)

Deadline reservation, artwork, payment: rolling advertising space (start anytime)	Extras: includes free link to your website
	Print: full color
Ad artwork sizes:	
Sponsor Ad (top of page) .....	500 pixels (7 in.) width, 175 pixels (2.5 in.) height
Logo .....	100 pixels (1.5 in.) width, 100 pixels (1.5 in.) height