



## 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

Advertising artwork and payment deadlines vary based on reservation preferences. Choose below from the list of options and enter the total on page 3. See page 4 for specifications.

### MEMBER HANDBOOK

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

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

### CONCERT PROGRAM

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

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

### VIVACE! NEWSLETTER (PRINT EDITION)

Deadline for reservation, ad artwork and payment: April 1, 2013

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

### 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 per issue          | <input type="checkbox"/> September: Season Welcome <i>Aug. 15<sup>th</sup> deadline</i> |
| <input type="checkbox"/> Column Ad.....\$40 per issue           | <input type="checkbox"/> November: AYP concert <i>Oct. 15<sup>th</sup> deadline</i>     |
| <input type="checkbox"/> Logo.....\$35 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 per month  |
| <input type="checkbox"/> Feature Ad.....\$40 per month |
| <input type="checkbox"/> Logo.....\$35 per month       |

Write month(s) you would like to advertise (September 2012 – May 2013): \_\_\_\_\_

### 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 per year |
| <input type="checkbox"/> Logo.....\$175 per year                      |

Choose ad location (see examples at [www.aypo.org](http://www.aypo.org)):

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Members: Season Schedule | <input type="checkbox"/> Resources: Master Classes | <input type="checkbox"/> News: Names of Note                |
| <input type="checkbox"/> Resources: University    | <input type="checkbox"/> Resources: Competitions   | <input type="checkbox"/> Resources: Summer Music Programs   |
|   |  | <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*

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:

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

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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. 1, 2012                        | 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 .....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, 2012                         | 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)                |                                     |

\*Full Page on Back Cover is color

## VIVACE! NEWSLETTER (PRINT EDITION)

|   |                                |
|---|--------------------------------|
| Deadline reservation, artwork payment: Apr. 1, 2013                         | 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                                     |  |