



# 2019-20 Season ADVERTISING INFORMATION

**Submission Deadline:  
October 1<sup>st</sup> 2019**

**Golden State Youth Orchestra (previously El Camino Youth Symphony) is a nonprofit organization serving youth in Silicon Valley for over 55 years.**

**Music Education:** to nurture, train and develop young musicians from culturally diverse backgrounds and encourage a lasting appreciation of music.

**Musical Excellence:** to provide high-quality performance opportunities for young people and outstanding musical events for the wider community.

**Reach a Community of Silicon Valley Parents, Musicians and Music Lovers**  
*By advertising with GSYO, you reach an audience that is committed to the arts and education*

- **420+** students (elementary – high school) in 6 different ensembles
- **5,000** patrons will attend GSYO performances this year
- **8,000+** community members receive concert announcement emails

*They are making decisions about educational institutions and camps, where to purchase and upkeep instruments, and where to find local services such as education support, doctors, dentists, and real estate agents. Our website gets over **100,000** hits/year!*

Benefits for your Business or School	Full 5"x8"	Half 5"x4"	Quarter 5"x2"
Print Ad will appear in ALL GSYO concert programs* (Oct-May) <b>Reaching 5,000!</b>	•	•	•
Your business/school followed ('liked') on Facebook/Twitter	•	•	•
Name on GSYO's website (1 year)	•	•	•
Receive a personalized "Thank You" post on Facebook/Twitter	•	•	-
Color Logo w/your link on GSYO's website (1 year)	•	•	-
Color logo w/link in community-wide emails (Oct-May) <b>8,000 monthly recipients!</b>	•	-	-
Tag GSYO on Facebook/Twitter and receive 2 shares (Oct-May) <b>1,900 followers!</b>	•	-	-

## New Plan!

**Education Institutions**

- Choose from the same options and benefits as businesses
- Ads run all season!
- PLUS you may update your print ad for the spring programs! (Deadline Feb 14, 2020)

**Advertiser Benefits include:**

- Free tickets to all GSYO Senior Symphony Concerts
- VIP seating

\*Including performances at the California Theatre (San Jose), MAPAC (Menlo-Atherton), Spangenberg (Palo Alto), Smithwick (Foothill), and Heritage Theatre (Campbell)



# Golden State Youth Orchestra

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## 2019-20 Season Advertising Contract

Business/School Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Contact Number: (     ) \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Facebook Username: \_\_\_\_\_  
 Twitter Username: \_\_\_\_\_

**Make checks payable to:**

**GSYO**  
 4055 Fabian Way  
 Palo Alto, CA 94303

**or**  
**Pay with Credit Card online:**

[www.gsyomusic.org/ads](http://www.gsyomusic.org/ads)

### Print Advertising Specifications and Requirements:

- Files for print ads should be black and white or full color (outside back-cover only)
- Color logos for website (half and full page ads only): 600 pixels (w) x 400 pixels (h)
- Images saved in PNG format are recommended; however any standard file format can be used. Files should be high resolution (>= 300 dpi). Please email to: [joanne@gsyomusic.org](mailto:joanne@gsyomusic.org)
- Artwork should be created in the sizes listed. If it is not sized properly, we reserve the right to resize as needed to fit the space requested. If you would like help creating an ad from your business card, please contact us. There is a \$100 fee for creating artwork.
- Artwork submission deadline: **OCTOBER 1, 2019**

**Questions:** Contact Joanne Lee, Development and Volunteer Manager at:  
[joanne@gsyomusic.org](mailto:joanne@gsyomusic.org) or (650) 665-9046

Print Ad Description	Print Size (w x h)	Print Color		Business	Education Institution
<i>Full Page Outside Back Cover</i>	5" x 8"	color	\$2,500		
<i>Full Page Inside Front Cover</i>	5" x 8"	b/w	\$2,000		
<i>Full Page Inside Back Cover</i>	5" x 8"	b/w	\$2,000		
<i>Full Page Inside Center Right</i>	5" x 8"	b/w	\$1,800		
<i>Full Page Inside Ad</i>	5" x 8"	b/w	\$1,600		
<i>Half Page Inside Ad</i>	5" x 4"	b/w	\$900		
<i>Quarter Page Inside Ad</i>	5" x 2"	b/w	\$500		

**THANK YOU FOR SUPPORTING MUSIC EDUCATION!**

GSYO Volunteer Name: \_\_\_\_\_  
 Contact Number: (     ) \_\_\_\_\_ Email: \_\_\_\_\_

**\*GSYO also welcomes tax-deductible donations! Tax ID 94-6130310**