



The primary goal of the El Paso Symphony is to bring the passion of classical music to the El Paso Symphony community. The El Paso Symphony was founded in 1930 and has been heralded for its outstanding artistic achievement and exciting and innovative programming. The El Paso Symphony has received both national and international recognition as a result of its very successful tours of Germany in 1996 and Turkey in 2000, and continues to represent the El Paso region with pride and distinction bringing superior concert music that will both entertain and educate the multi-cultural community of El Paso.

El Paso Symphony patrons have come to expect high quality entertainment. They are well-informed and keenly aware of the best in goods and services. Advertising in the Symphony playbill puts you in touch with an audience who knows and appreciates the finer things in life.

Of the 18,000 patrons who attended the El Paso Symphony's Classical Series:

- 40% make in excess of \$60,000 a year
- 69% are married
- 74% are college graduates
- Patronize the finer restaurants and clubs in El Paso on a regular basis.

El Paso Symphony patrons represent our entire region, including southern New Mexico, west Texas, and northern Mexico. These patrons have money to spend and a discriminating taste for quality. Take this opportunity to support the El Paso Symphony and introduce your business to our patrons.

### **THE EL PASO SYMPHONY PLAYBILL**

- Advertising in the El Paso Symphony playbill gives you the opportunity to reach the highest per-capita income audience in the El Paso, Las Cruces, Juárez and Chihuahua area.
- 12,000 programs will be printed for our patrons' use throughout the season. The programs are also distributed to newcomers in our area. Your advertisement will impact EPSO patrons from September through April for twelve classical concerts.
- We offer affordable advertising rates as low as \$150.
- Advertisers have a choice of seven color formats and five black & white formats.

**P.O. Box 180 El Paso, Texas 79942**

**(915) 532-3776 Fax (915) 533-8162**

**E-Mail Address: [info@epso.org](mailto:info@epso.org) [www.epso.org](http://www.epso.org)**

**Contact person: Rosemary Flores [rosemary@epso.org](mailto:rosemary@epso.org)**



## PLAYBILL ADVERTISING RATES

	4-color	B&W
4-Color Center Spread	\$3300	n/a
Full Page	\$1650	\$1210
Inside Front Cover	\$1850	n/a
Inside Back Cover	\$1850	n/a
Back Cover	\$2200	n/a
Half-Page	\$1100	\$660
Quarter-Page	\$600	\$440
Classified Ad	n/a	\$150
Page Sponsorship Credit Line		\$550

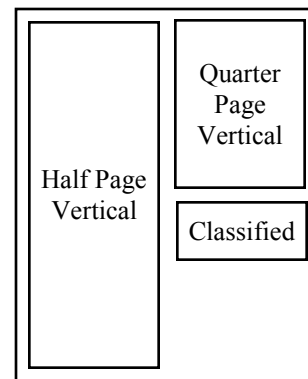
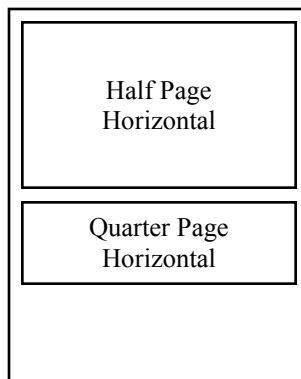
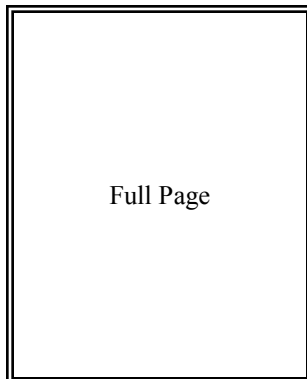
*\*For an additional \$50 you will receive an quarter page black and white ad in the El Paso Symphony Youth Orchestras season playbills (4 separate programs.)*

## MECHANICAL AND PRODUCTION REQUIREMENTS

Full Page .....	5 1/4" W x 8 1/4" H
Half Page Vertical.....	2 1/4" W x 7 3/4" H
Half Page Horizontal.....	5" W x 3 3/4" H
Quarter Page Vertical.....	2 1/4" W x 3 5/8" H
Quarter Page Horizontal .....	5" W x 1 7/8" H
Classified Ad.....	2 1/2" W x 2" H
*Quarter Page ad in EPSYOs playbill .....	3.75" W x 4.75" H

Please email artwork to [rosemary@epso.org](mailto:rosemary@epso.org). High resolution pdf or jpps please.  
 Bleeds on Front Inside, Back Outside and Center Spread only.  
 The advertiser is responsible for providing camera-ready art.

Playbill size is 5 1/2w x 8 1/2h



**EL PASO SYMPHONY ORCHESTRA**  
**EL PASO'S KIND OF CLASSICAL**  
 P.O. Box 180, El Paso, Texas 79942  
 (915) 532-3776 ♪ (915) 533-8162 Fax  
[www.epso.org](http://www.epso.org)

**EL PASO SYMPHONY ORCHESTRA ASSOCIATION  
PLAYBILL ADVERTISING CONTRACT**

YES, \_\_\_\_\_  
(Company Name)

would like to

\_\_\_\_\_ advertise

\_\_\_\_\_ sponsor a page

in the El Paso Symphony Orchestra Playbill.

**ADVERTISER:**

I would like a \_\_\_\_\_ size ad costing \$\_\_\_\_\_.

\_\_\_\_\_ I would like to run the same ad as last year.

\_\_\_\_\_ I will submit new camera ready art by August 29, 2014

\_\_\_\_\_ Add an additional \$50 for a b/w quarter page ad in EPSYOs Playbills (4 programs).

**PAGE SPONSOR:**

\_\_\_\_\_ I would like to sponsor the same page as last year for \$550.

\_\_\_\_\_ I would like to sponsor an additional page for \$550.

**PAYMENT:**

\_\_\_\_\_ 20% Deposit in the amount of \$\_\_\_\_\_ is enclosed

\_\_\_\_\_ Payment in full of \$\_\_\_\_\_ is enclosed.

\_\_\_\_\_ Bill me for the balance.

**PLEASE INVOICE:**

Company	_____
Attention	_____
Address	_____
City,State,Zip	_____
Telephone	_____
Email	_____
Signature	_____
Date	_____

**SPACE RESERVATION DEADLINE – August 11, 2014 with a 20% deposit**  
Thank you! Fax form to (915) 533-8162 or email to [rosemary@epsso.org](mailto:rosemary@epsso.org)