

ADVERTISE WITH THE SYMPHONY

THE REGINA SYMPHONY ORCHESTRA OFFERS COST-EFFECTIVE ADVERTISING OPPORTUNITIES TO CONNECT YOUR BUSINESS WITH THE SYMPHONY AUDIENCES, IN PRINT, IN PERSON AND ONLINE.

OVERTURE MAGAZINE



We have reimagined our printed concert programs to better serve our existing audience with behind-the-scenes content, opportunities to get to know the artists and learn about the music. This is a cost-effective opportunity for your businesses to advertise to connect with audiences in Regina and beyond.

Three issues will be produced during the season, distributed at the concert and mailed out to communities in Southern Saskatchewan. 2000 copies of each issue will be produced, and all will be distributed through the mail drop or at concerts.

PROGRAM INSERTS

Inserted into program for one show date.

Single sided inserts can be printed by RSO Box Office. Double sided or already existing materials can be dropped off. Confirm space by Monday of the show week

Half Page Program Insert
5"w x 3.875" h

- \$250 for Chamber at Government House concert (2 performances)
- \$300 for Handel's Messiah or Classics at Darke Hall Series concert
- \$500 for Classics or Pops concert at Conexus Arts Centre

SIZING

1 ISSUE

3 ISSUES

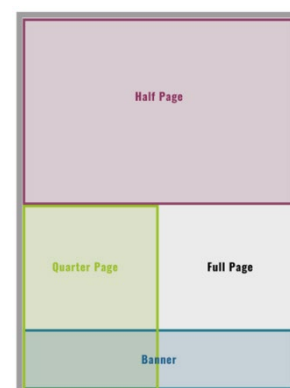
Full Page 8.5"w x 11" h with 0.125" bleed	\$1250	\$3000
1/2 Page 8.5"w x 5.5" h, no bleed	\$625	\$1500
1/4 Page 4.25"w x 5.5" h, no bleed	\$300	\$750
Banner 8.5"w x 2.5" h no bleed	\$100	\$300

DEADLINES

SPACE BOOKED

CONTENT DEADLINE

Overture 1	September to December	August 6, 2024	August 30, 2024
Overture 2	January to March	December 3, 2024	January 7, 2025
Overture 3	April to June	February 18, 2025	March 10, 2025



SUPPORT

DIGITAL ADVERTISING

The RSO uses emails to connect with our audiences to share information on our concert schedule, how they can support our work and draw attention to other events in our community.



- Ticket holders for concerts receive the *Know Before You Go* email two days before the performance. These emails contain details like program notes, venue information and schedule of additional events. These emails go exclusively to the ticket holders for the upcoming event (17 between September and May)
- The RSO Newsletter list is an opt-in email group. These are sent out at least once a month to share our upcoming events (21 between September and May); are also sent when a new concert is announced or as needed.

PLACEMENT & PRICE

4 issues per month	1 Month	3 Months	6 Months	9 Months/Full Season
Picture/Ad/Text 600 px w x 750 px h	\$200	\$600	\$1200	\$1500
Text Only 600 px w x 150 px h	\$80	\$240	480	\$700

TIMELINES

- Emails sent on Thursday
 - Except for Handel's Messiah KB4YG – will be sent on Tuesday, December 17, 2024
 - December Newsletter will be sent on December 20, 2024
- Space confirmed one week before the send date
- Content due one day before the send date

SUPPORT

Type	Space Confirmed	Content Sent	Send Date	Show Date
Newsletter	August 26, 2024	September 4, 2024	September 5, 2024	
Newsletter	September 2, 2024	September 11, 2024	September 12, 2024	
KB4YG	September 11, 2024	September 18, 2024	September 19, 2024	September 21, 2024
KB4YG	September 18, 2024	September 25, 2024	September 26, 2024	September 28, 2024
Newsletter	September 23, 2024	October 2, 2024	October 3, 2024	
Newsletter	September 30, 2024	October 9, 2024	October 10, 2024	
KB4YG	October 9, 2024	October 16, 2024	October 17, 2024	October 19, 2024
KB4YG	October 16, 2024	October 23, 2024	October 24, 2024	October 26, 2024
Newsletter	October 7, 2024	October 16, 2024	October 17, 2024	
Newsletter	October 21, 2024	October 30, 2024	October 31, 2024	
Newsletter	October 28, 2024	November 6, 2024	November 7, 2024	
Newsletter	November 4, 2024	November 13, 2024	November 14, 2024	
KB4YG	November 13, 2024	November 20, 2024	November 21, 2024	November 23, 2024
Newsletter	November 18, 2024	November 27, 2024	November 28, 2024	
KB4YG	November 27, 2024	December 4, 2024	December 5, 2024	December 7, 2024
Newsletter	December 2, 2024	December 11, 2024	December 12, 2024	
KB4YG	December 9, 2024	December 16, 2024	December 19, 2024	December 19, 2024
Newsletter	December 9, 2024	December 19, 2024	December 20, 2024	
Newsletter	December 30, 2024	January 8, 2025	January 9, 2025	
Newsletter	January 6, 2025	January 15, 2025	January 16, 2025	
KB4YG	January 15, 2025	January 22, 2025	January 23, 2025	January 25, 2025
Newsletter	January 20, 2025	January 29, 2025	January 30, 2025	
Newsletter	January 27, 2025	February 5, 2025	February 6, 2025	
KB4YG	February 5, 2025	February 12, 2025	February 13, 2025	February 15, 2025
Newsletter	February 10, 2025	February 19, 2025	February 20, 2025	
KB4YG	February 19, 2025	February 26, 2025	February 27, 2025	March 1, 2025
KB4YG	February 26, 2025	March 5, 2025	March 6, 2025	March 8, 2025
Newsletter	March 3, 2025	March 12, 2025	March 13, 2025	
KB4YG	March 12, 2025	March 19, 2025	March 20, 2025	March 22, 2025
Newsletter	March 17, 2025	March 26, 2025	March 27, 2025	
KB4YG	March 26, 2025	April 2, 2025	April 3, 2025	April 5, 2025
KB4YG	April 2, 2025	April 9, 2025	April 10, 2025	April 12, 2025
Newsletter	April 7, 2025	April 16, 2025	April 17, 2025	
Newsletter	April 14, 2025	April 23, 2025	April 24, 2025	
KB4YG	April 23, 2025	April 30, 2025	May 1, 2025	May 3, 2025
KB4YG	April 30, 2025	May 7, 2025	May 8, 2025	May 10, 2025
Newsletter	May 5, 2025	May 14, 2025	May 15, 2025	
KB4YG	May 21, 2025	May 28, 2025	May 29, 2025	May 31, 2025