

2024 Affiliate and Advertising Opportunities

• PRINCETON SYMPHONY ORCHESTRA
ROSSEN MILANOV, MUSIC DIRECTOR

2023-2024



Join Us! The Princeton Symphony Orchestra (PSO) strives to bring the joy of live music to our local community. And our local community partners are critical to our success. Through affiliate or advertising opportunities, let's grow our businesses together!

AFFILIATE OPPORTUNITIES

Promotional Partner

Let's work together to craft a cross-promotional opportunity that benefits your business, promotes the PSO and its Princeton Festival, and offers a benefit to our patrons.

Festival Foodie Friend

Bring your food and fare to the grounds of Morven Museum & Garden. The Princeton Festival will run from June 7-22, 2024, and we will be seeking 1-2 vendors to be on-site with us for each performance.

PSO will followup with interested affiliate partners directly regarding details and specifics!

Promotional Partners and Foodie Friends will be featured on the PSO website, in Princeton Festival marketing materials, and in other PSO promotional materials and will receive two (2) complimentary tickets to a Princeton Festival performance.

ADVERTISING OPPORTUNITIES

Reach new customers through ours! Place an ad with the PSO, linking your logo from our website, princetonsymphony.org, to your home page. Advertising partners will also be featured in Princeton Festival-related promotional materials including logos on Festival banners and other signage. And this year, the PSO is going green with a new-mobile responsive digital program guide! Through this innovative program, partners will realize the following benefits:

- Ad message featured in digital program guide for the 2024 Princeton Festival at Morven Museum & Garden (over 10,000 impressions)
- Direct linking from your ad to your home page, with the potential to track traffic via Google Analytics

Ad Pricing

\$1,100:

420 pixels wide by 580 pixels high
Comparable prominence to physical "Full-Page"

\$550:

420 pixels wide by 320 pixels high
Comparable prominence to physical "Half-Page"

AD SPECIFICATIONS

For ideal presentation on mobile platforms, your ad should contain an "eye catching" image or color along with a logo and limited text (e.g., headline, call to action). Please submit your artwork according to the following specifications **by March 31:**

- Font size of 12pt or higher
- Full-color (RGB)
- 72-180 dpi
- JPEG or PNG format

2024 AFFILIATE AND ADVERTISER CONTRACT

• PRINCETON SYMPHONY ORCHESTRA
ROSSEN MILANOV, MUSIC DIRECTOR

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This document outlines the agreement between _____ (Business Name) and the PRINCETON SYMPHONY ORCHESTRA (PSO). It signifies that your business has agreed to be:

- | | |
|---|--|
| <input type="checkbox"/> Promotional Partner | <input type="checkbox"/> Advertiser – Full-page equivalent |
| <input type="checkbox"/> Festival Foodie Friend | <input type="checkbox"/> Advertiser – Half-page equivalent |

PSO will follow up directly with Festival Foodie Friends.

Promotional Partner

Promotion Details _____

Promotion Dates _____

Other Terms _____

By March 31, all partners and advertisers should submit the following to Audrey Yeager at ayeager@princetonsymphony.org:

- Color, high-resolution logos in png/jpeg, pdf, and vector (.eps) formats
- Website URL
- Program advertiser artwork

Contact Information

Business Name _____

Contact Mailing _____

Address Phone _____

Authorized By _____ Email _____

Advertiser Payment Information

- Please send invoice
- Check made payable to Princeton Symphony Orchestra has been mailed to P.O. Box 250, Princeton, NJ 08542
- Call to process credit card

Questions? Call Audrey Yeager at (609) 497-0020.

Thank you for your support of the Princeton Symphony Orchestra!