

# ADVERTISING OPPORTUNITIES – MADISON YOUTH CHOIRS

## Supporting a Music Education that Goes Beyond the Notes

For over five decades, Madison Youth Choirs has been providing exceptional music and social education to boys and girls throughout southern Wisconsin. Serving more than 400 families each year, our programs prioritize education over performance. Through weekly rehearsals and



meaningful performance opportunities, our singers gain confidence as musicians and insight as thinkers and collaborators. Our curriculum encourages critical thinking and “expert noticing” producing students who view and cherish the world differently through music.

## The Benefits of Advertising with Madison Youth Choirs

Ad placement with the Madison Youth Choirs identifies your company or organization as a dedicated supporter of the arts and specifically music education in our community. Our membership and concert patrons are enthusiastic, loyal consumers of family-oriented excellence. They will notice your ad and appreciate your support of MYC.



Program book advertising revenue has a direct impact on our ability to provide scholarships to the many students desiring the opportunity to sing with us. Your ad purchase will do more than drive new customers to your business. Your purchase is a financial investment in your community providing a superior music education, meaningful performance opportunities, and social and personal skill development to any youngster desiring a place to grow through music. The benefits are many!

### Your ad purchase includes:

Inclusion in all 2015-16 MYC concert programs.

A potential audience reach of more than 3,000 dedicated, family-oriented individuals in southern Wisconsin.

Acknowledgement in *The Voice*, MYC's semi-annual newsletter distributed by email to more than 4,000 alumni, community supporters and MYC families.

Acknowledgement on MYC's website and Facebook page as a season advertiser.

Two complimentary tickets to MYC's season concerts.

An immediate connection between your company or organization and the youth arts community of southern Wisconsin.

# AD RATES AND SPECIFICATIONS

Size of Ad	Price	Dimensions (w x h)
Full page, back cover (color)	\$750.00	5.00 inches X 8.00 inches
Full page, inside cover (front or back)	\$700.00	5.00 inches X 8.00 inches
Full page	\$600.00	5.00 inches X 8.00 inches
Half page	\$400.00	4.75 inches X 3.75 inches
Quarter Page	\$300.00	2.50 inches X 3.75 inches

## Your Ad Will Appear in the Following Concert Programs

### **Sunday, December 13, 2015**

First Congregational Church  
Madison, Wisconsin

### **Saturday, May 7 and**

### **Sunday, May 8, 2016**

The Capitol Theater  
Overture Center for the Arts  
Madison, Wisconsin



**Artwork deadlines are November 1, 2015 and April 1, 2016 (if updating)**

**Format: high-resolution .pdf in black and white only. Files may be sent via email to lhembel@madisonyouthchoirs.org**

## For More Information

Madison Youth Choirs  
Attention: Lynn Hembel  
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608/278.7992 (f)  
lhembel@madisonyouthchoirs.org

Madison Youth Choirs  
160 Westgate Mall  
Suite I  
Madison, WI 53711

## 2015-16 MYC Season Advertising Reservation

<b>Name of Company</b>	<b>Phone:</b>
<b>Address:</b>	
<b>Contact Person:</b>	<b>email:</b>
<b>Size of Ad:</b>	
<b>Total Price:</b>	<b>Payment:</b> <input type="checkbox"/> Check <input type="checkbox"/> Bill Me