



Program Book Advertising Opportunities

The Chicago Symphony Orchestra (CSO) is revered as one of the world's foremost cultural institutions, located on Michigan Avenue, the heart of Chicago's Cultural Mile. With more than 150 concerts each season from September through June, the CSO attracts passionate and discerning audiences from Greater Chicago as well as national and international visitors.

Distributed to every ticket holder upon entering Orchestra Hall, the program books play an integral part in the concert experience. The program books capture the sustained attention of audience members each time they attend a performance and are then saved and shared as valued mementos.

Advertising opportunities include premium placements, printed in full color, that run four times a season, with 50,000 impressions each, in addition to opportunities to advertise in individual concert programs in black and white, with approximately 6,000 impressions each. Additionally, digital versions—featuring embedded hyperlinks—are made available on cso.org and in concert reminder emails.



Audience Reach at a Glance

200,000

Total Print Run
Each Season

50,000

Impressions per Cover
4x a Season

6,000

Impressions per Program
35x a Season

276,000+

Email Subscribers

Key Dates

Issue	Concert Dates <i>Dates subject to change</i>	Space Reservation	Artwork Deadline
Fall	Sep 17–Nov 21	Aug 20	Sep 3
Holiday	Dec 3–Dec 23	Nov 5	Nov 19
Winter	Feb 4–Apr 10	Jan 4	Jan 14
Spring	Apr 15–Jun 20	Mar 11	Mar 25

Deadlines to advertise in individual concert programs run from August 20, 2026, through June 1, 2027.

Rates*

Ad Size and Color	Impressions per Edition	Base Rate
Full Page Premium Color	50k	\$9,000
½ Page Premium Color	50k	\$4,500
Full Page Black and White	6k	\$1,200
½ Page Black and White	6k	\$720

*Discounts are available for commitments to multiple editions and non-profit partners.

Mechanical Requirements and Platforms

FILE FORMAT

Ads will only be accepted in hi-res PDF format (PDF-X/1a preferred) with all fonts and images embedded.

COLOR

Ads print in black and white (1c, black). However, if a color version is also provided, it can appear in digital versions of the program.

DIGITAL VERSIONS

Please provide desired web address and/or tracking codes to embed into digital versions.

Contact

Frances Atkins

Director of Publications and Institutional Content
312-294-3087 | atkinsf@cso.org

Full Page 6.5" × 9.5"

Add 0.125" bleed
Keep live matter 0.25" from trim size
Include crop marks

1/2 Page Horizontal 6" × 4.375"

Bleed, safety, and crop marks N/A