



4 ISSUES EACH SEASON
200,000 TOTAL PRINT RUN
330,000+ EMAIL SUBSCRIBERS
250,000+ TICKETS ISSUED
61% > \$500K, 28% > \$2 MILLION NET WORTH
29% COMPLETED GRADUATE DEGREES
53% MALE
47% FEMALE
54 MEDIAN AGE

2024–25 PROGRAM BOOK ADVERTISING RATES AND SPECIFICATIONS

An Internationally Recognized Cultural Leader

The Chicago Symphony Orchestra (CSO) is revered as one of the world’s leading classical music ensembles and cultural institutions, epitomizing artistic excellence with every performance. The musicians of the CSO command a vast repertoire and annually perform more than 150 concerts at its historic venue, Symphony Center, located at 220 South Michigan Avenue.

A Valued Resource

The program books play an integral part in the concert experience. They are distributed at all ticketed CSO subscription series performances and referenced by patrons each time they attend a concert—often multiple times a week—and then saved and shared as valued mementos. In addition to informing through editorial content, the books acknowledge the organization’s generous supporters and feature advertisements by distinguished international and Chicago-based businesses. Thoughtfully assembled and beautifully printed, the program books reflect the artistic excellence that is synonymous with our concerts. The books are also available online at cso.org and emailed monthly to all email subscribers and weekly to all ticket buyers.

Audience and Distribution

Program book advertisers gain exposure to an affluent, educated, and sophisticated audience of concertgoers from the Chicago area as well as national and international visitors.

Print Run and Key Dates

Issue	Concert Dates <i>Dates subject to change</i>	Space Reservation	Artwork Deadline
Wrap 1—Fall	September 19–November 26	August 8	August 22
Wrap 2—Holiday	November 29–January 11	October 18	November 1
Wrap 3—Spring	January 30–March 29	December 20	January 2
Wrap 4—Summer	April 3–June 24	February 27	March 3

Ad Dimensions

Page Unit	Trim Size	Bleed	Live Area
Full Page	6.5" × 9.5"	6.75" × 9.75"	6" × 9"
Half-Page Horizontal	6" × 4.375"	n/a	same as trim size

Rates

For rates, please contact the Chicago Symphony Orchestra Association's advertising sales director, Bryan Dowling (contact information provided below). Spreads and premium pages, such as inside covers and pages facing specific editorials, are available.

Production Notes

FILE FORMAT

Ads will only be accepted in hi-res PDF format (PDF-X/1a preferred) with all fonts and images embedded. Please use the following file-naming convention for all ads:

CSO_advertisername_issuedate.pdf
(e.g., CSO_acmesupplies_Wrap1.pdf)

COLOR

All embedded images must be CMYK and hi-res (300 dpi at 100% scale). Please convert all RGB and spot colors to CMYK. We are not responsible for color shifts that take place in ads that are not supplied as CMYK.

AD SUBMISSION

The following recommendations are offered as general industry guidelines for preparing files and proofs that will assist our printer in obtaining a good press match. 120-line screen is recommended, not to exceed 133-line screen. Maximum density in any one area, all colors, should not exceed 300%, with only one solid color. Reverse lettering in 4-color advertisements should be spread with dominant color forming shape of letters. Thin lines, serifs, small- and medium-size lettering should be restricted to one color only.

Please email ad directly to Bryan Dowling, bryan@media8midwest.com. If file size exceeds mailbox limits, please use WeTransfer.com to upload file.

PROOFS

Preferred proofs are Kodak Approvals or Iris proofs prepared 5–7% heavier than the file to simulate press gain and ink coverage. Color lasers or low quality ink jet prints are not acceptable for color guidance. Follow AAAA/ABM/MPA recommended standards for process ink color formulations.

Proofing progression of colors is black, blue, red, yellow. Direction of roller travel should be from side to side of pages (not top to bottom) to match press conditions. Recommended proofing stock is a 60 lb. basis weight of 92 brightness.

Advertisements supplied to Publisher without an acceptable color proof will be printed to SWOP standards. The Printer and/or Publisher cannot be held liable for color complaints when files are submitted without an acceptable color proof.

Questions & Contact Information

Bryan Dowling, Advertising Director
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bryan@media8midwest.com