

ADVERTISE WITH THE SYMPHONY

PRINT ADVERTISING

OVERTURE MAGAZINE



This season, 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.

Four 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

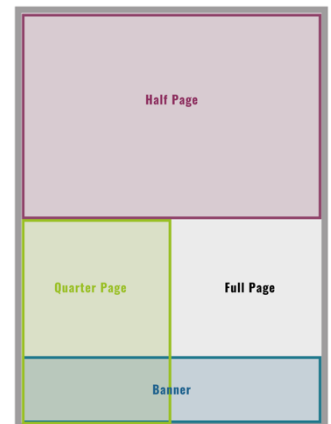
- \$250 for Chamber at Government House concert (2 performances)
- \$300 for Handel's Messiah or Classics at Darke Hall Series concert
- \$500 for Classics or Pops concert at Conexus Arts Centre

Sizing

	1 Issue	4 Issues
Full Page 8.5"w x 11" h with 0.125" bleed	\$1250	\$5000
1/2 Page 8.5"w x 5.5" h, no bleed	\$625	\$2500
1/4 Page 4.25"w x 5.5" h, no bleed	\$300	\$1200
Banner 8.5"w x 2.5" no bleed	\$100	\$400

Deadlines

	Space Booked	Ad Content Deadline
Overture 1	September to November	July 21, 2023
Overture 2	December to February	October 6, 2023
Overture 3	March to April	January 12, 2024
Overture 4	May to June	March 1, 2024



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.
- The RSO Newsletter list is an opt-in email group. These are sent out at least once a month to share our upcoming events (10 between September and June); are also sent when a new concert is announced or as needed.

PLACEMENT & PRICE

KNOW BEFORE YOU GO	1 Placement	4 Placements	Full Season*	
Picture/Ad/Text 600 px w x 750 px h	\$200	\$600	\$2500	<i>*Full season is 17 + bonus placement in the 10 Monthly RSO Newsletter</i>
Text Only 600 px w x 150 px h	\$75	\$250	\$1000	

RSO Newsletter	1 Placement	4 Placements	Full Season*	
Picture/Ad/Text 600 px w x 750 px h	\$175	\$500	\$1000	<i>*Full season is 10 Monthly RSO Newsletter + all extra newsletters (at least 5)</i>
Text Only 600 px w x 150 px h	\$50	\$150	\$750	

Type	Space Confirmed	Ad Content Deadline	Email Sent	Concert Date
Know Before You Go	Wednesday before show week	Friday before show week	Thursday of show week	Saturday
RSO Monthly Newsletter	Wednesday before newsletter week	Friday before newsletter week	2 nd Tuesday of the Month	n/a
RSO Extra Newsletters	Wednesday before show week	Friday before newsletter week	2 nd Monday of the Month (Tuesday if stat)	n/a

[Detailed Dates HERE](#)

SUPPORT

DETAILED DIGITAL MARKETING DEADLINES

Type	Show Date	Event/Concert	Space Booked By	Content Set	Delivery Date
RSO Newsletter	24-Sep	RSO Education	Wednesday, August 30, 2023	Wednesday, August 30, 2023	Tuesday, September 5, 2023
RSO Newsletter	23-Sep	RSO Newsletter	Wednesday, September 6, 2023	Wednesday, September 6, 2023	Tuesday, September 12, 2023
Know Before You Go	Saturday, September 16, 2023	Government House 1	Wednesday, August 30, 2023	Friday, September 8, 2023	Thursday, September 14, 2023
Know Before You Go	Saturday, September 23, 2023	Pops 1	Wednesday, September 6, 2023	Friday, September 15, 2023	Thursday, September 21, 2023
RSO Newsletter	23-Oct	RSO Newsletter	Wednesday, October 4, 2023	Wednesday, October 4, 2023	Tuesday, October 10, 2023
Know Before You Go	Saturday, October 21, 2023	Classics 1	Wednesday, October 4, 2023	Friday, October 13, 2023	Thursday, October 19, 2023
Know Before You Go	Saturday, October 28, 2023	Government House 2	Wednesday, October 11, 2023	Friday, October 20, 2023	Thursday, October 26, 2023
RSO Newsletter	23-Nov	RSO Newsletter	Wednesday, November 1, 2023	Wednesday, November 1, 2023	Tuesday, November 7, 2023
Know Before You Go	Saturday, November 18, 2023	Classics 2	Wednesday, November 1, 2023	Friday, November 10, 2023	Thursday, November 16, 2023
RSO Newsletter	Nov-23	Giving Tuesday	Wednesday, November 22, 2023	Wednesday, November 22, 2023	Tuesday, November 28, 2023
RSO Newsletter	23-Dec	RSO Newsletter	Wednesday, December 6, 2023	Wednesday, December 6, 2023	Tuesday, December 12, 2023
Know Before You Go	Saturday, December 9, 2023	Pops 2	Wednesday, November 22, 2023	Friday, December 1, 2023	Thursday, December 7, 2023
Know Before You Go	Saturday, December 16, 2023	Messiah	Wednesday, November 29, 2023	Friday, December 8, 2023	Thursday, December 14, 2023
RSO Newsletter	24-Jan	RSO Newsletter	Wednesday, January 3, 2024	Wednesday, January 3, 2024	Tuesday, January 9, 2024
RSO Newsletter	24-Jan	Winter Concerts	Wednesday, January 18, 2023	Wednesday, January 18, 2023	Tuesday, January 24, 2023
Know Before You Go	Saturday, January 27, 2024	Government House 3	Wednesday, January 10, 2024	Friday, January 19, 2024	Thursday, January 25, 2024
RSO Newsletter	24-Feb	RSO Newsletter	Wednesday, February 7, 2024	Wednesday, February 7, 2024	Tuesday, February 13, 2024
Know Before You Go	Saturday, February 24, 2024	Darke Hall 1	Wednesday, February 7, 2024	Friday, February 16, 2024	Thursday, February 22, 2024
RSO Newsletter	24-Mar	RSO Newsletter	Wednesday, March 6, 2024	Wednesday, March 6, 2024	Tuesday, March 12, 2024
Know Before You Go	Saturday, March 16, 2024	Pops 3	Wednesday, February 28, 2024	Friday, March 8, 2024	Thursday, March 14, 2024
RSO Newsletter	24-Apr	RSO Newsletter	Wednesday, April 3, 2024	Wednesday, April 3, 2024	Tuesday, April 9, 2024
Know Before You Go	Saturday, April 6, 2024	Darke Hall 2	Wednesday, March 20, 2024	Friday, March 29, 2024	Thursday, April 4, 2024
Know Before You Go	Saturday, April 13, 2024	Classics 3	Wednesday, March 27, 2024	Friday, April 5, 2024	Thursday, April 11, 2024
RSO Newsletter	Apr-24	New Season Announcement	Wednesday, April 10, 2024	Wednesday, April 10, 2024	Tuesday, April 16, 2024
Know Before You Go	Saturday, April 20, 2024	Government House 4	Wednesday, April 3, 2024	Friday, April 12, 2024	Thursday, April 18, 2024
Know Before You Go	Saturday, May 4, 2024	Pops 4	Wednesday, April 17, 2024	Friday, April 26, 2024	Thursday, May 2, 2024
RSO Newsletter	24-May	RSO Newsletter	Wednesday, May 8, 2024	Wednesday, May 8, 2024	Tuesday, May 14, 2024
Know Before You Go	Saturday, May 11, 2024	Classics 4	Wednesday, April 24, 2024	Friday, May 3, 2024	Thursday, May 9, 2024
RSO Newsletter	24-May	Subscriptions	Wednesday, May 22, 2024	Wednesday, May 22, 2024	Tuesday, May 28, 2024
Know Before You Go	Saturday, May 18, 2024	Government House 5	Wednesday, May 1, 2024	Friday, May 10, 2024	Thursday, May 16, 2024
RSO Newsletter	24-Jun	RSO Newsletter	Wednesday, June 5, 2024	Wednesday, June 5, 2024	Tuesday, June 11, 2024
Know Before You Go	Saturday, June 8, 2024	Government House 6	Wednesday, May 22, 2024	Friday, May 31, 2024	Thursday, June 6, 2024