

2023 -2024 Season Media Kit

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# GREATER DALLAS YOUTH ORCHESTRA



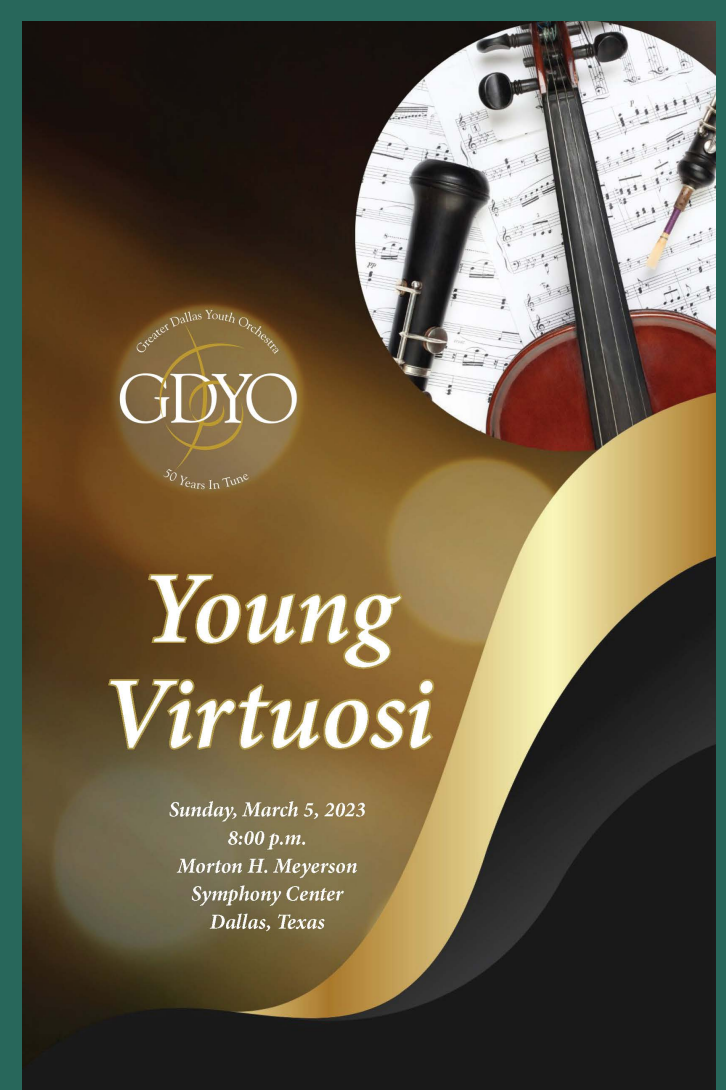
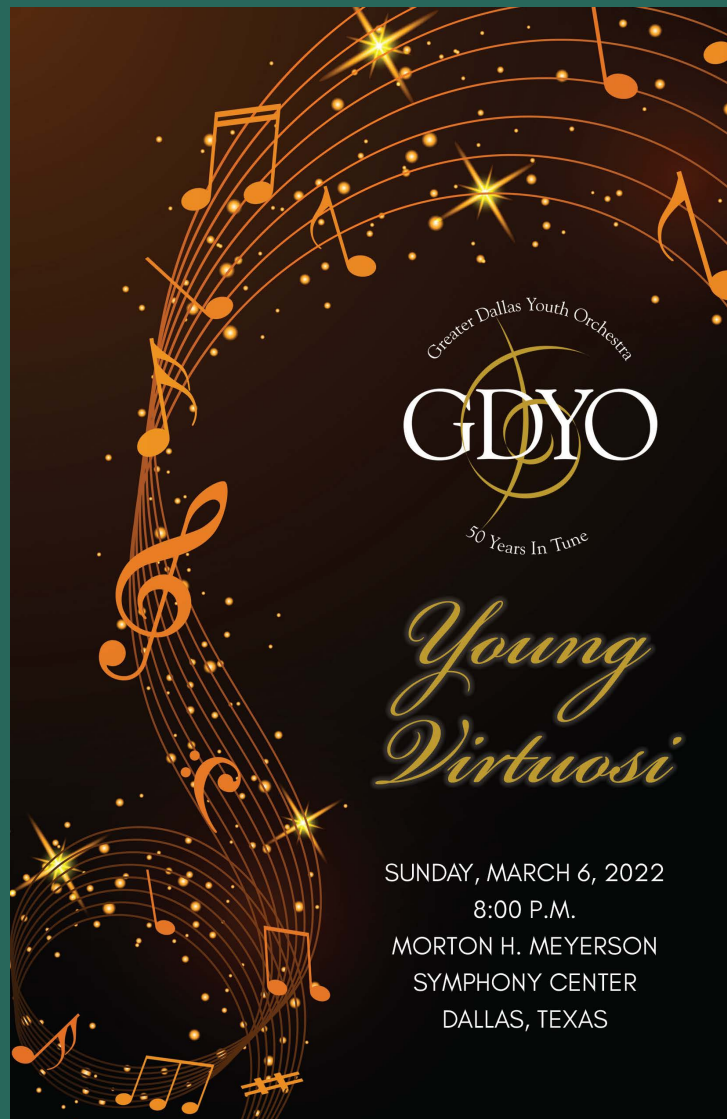
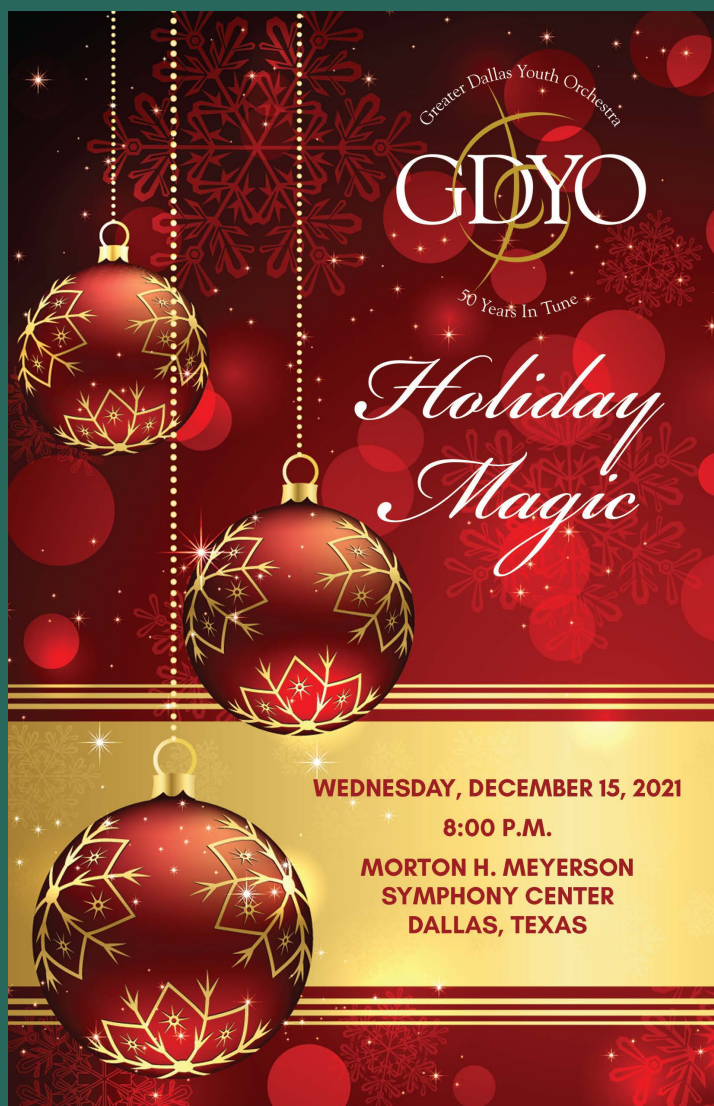
Cathy Havicon

Executive Director

21 4.528.7747 | [cathy@gdyo.org](mailto:cathy@gdyo.org)



# SAMPLE PROGRAM COVERS



## WHY ADVERTISE WITH GDYO?

Your company's brand and message will be in front of more than 11,000 North Texas families each season. Advertising with GDYO is an impactful way for your business to make a public statement about your commitment to youth and the arts, while benefiting from widespread and diverse brand exposure. Not only are your funds going towards direct marketing benefits, they are also supporting GDYO programming and performances, so that young musicians are able to continue to learn and grow both personally and musically.





# 2023-2024 PROGRAM AD RATES

Premium Position Rates	Size (w" x h")	1x Rate	Season Rate
Outside Back Cover	4.5 x 7.5	N/A	\$2,500
Inside Front Cover	4.5 x 7.5	\$600	\$2,000
Inside Back Cover	4.5 x 7.5	\$550	\$1,600
Additional Page Rates			
Full Page	4.5 x 7.5	\$500	\$1,000
Half Page Horizontal	4.5 x 3.75	\$250	\$650
Quarter Page Vertical	2.25 x 3.75	\$150	\$450
*Season Rate includes 4 advertisements			

\*For an additional fee of \$50.00 GDYO will design and create your company’s ad for you

GDYO MEYERSON SERIES ADS ARE  
PRINTED IN FULL COLOR

FORMATS ACCEPTED: JPG, PNG, EPS, PDF,  
TIFF, INDESIGN (WITH SUPPORTING FONTS  
AND GRAPHICS), PHOTOSHOP (WITH  
LAYERS FLATTENED)

NO BORDERS OR TRIM MARKS ON ADS  
PLEASE

To secure a space in the 2023-2024 GDYO  
Concert Programs contact:  
Cathy Havicon  
Executive Director  
214.528.7747  
cathy@gdyo.org

## ARTWORK DEADLINES

Concert: October 22, 2023  
Art work due: September 22, 2023

Concert: December 12, 2023  
Art work due: November 12, 2023

Concert: March 10, 2024  
Art work due: February 10, 2024

Concert: May 19, 2024  
Art work due: April 19, 2024

