

2024 -2025 Season Media Kit

GREATER DALLAS YOUTH ORCHESTRA

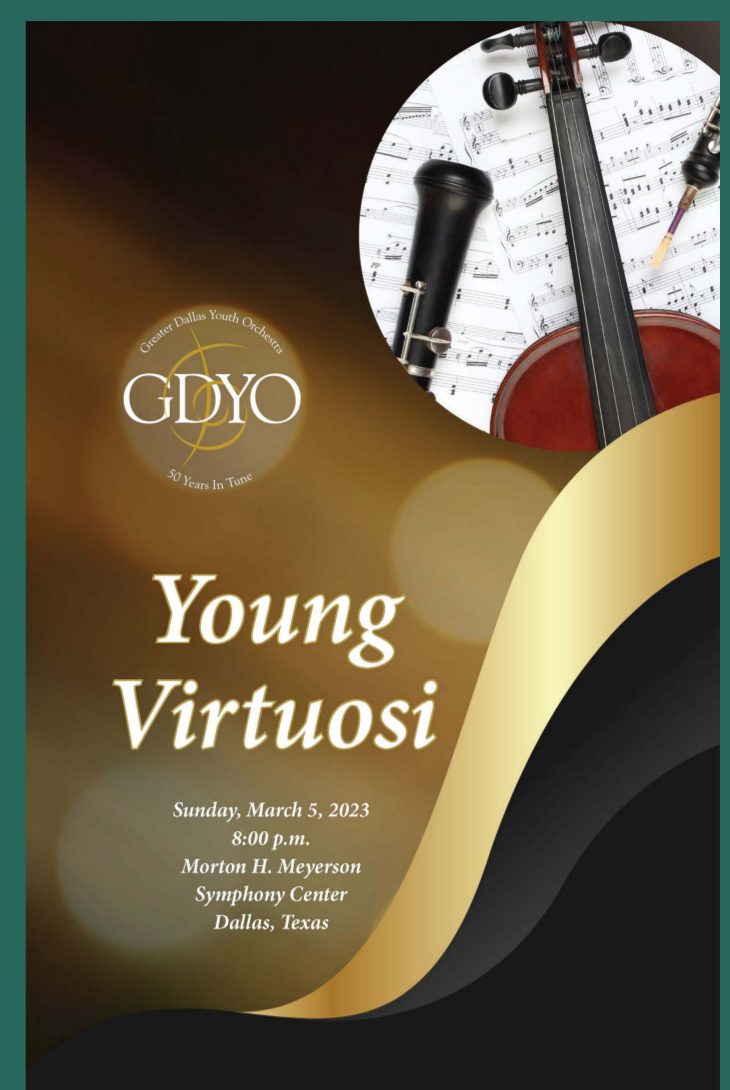
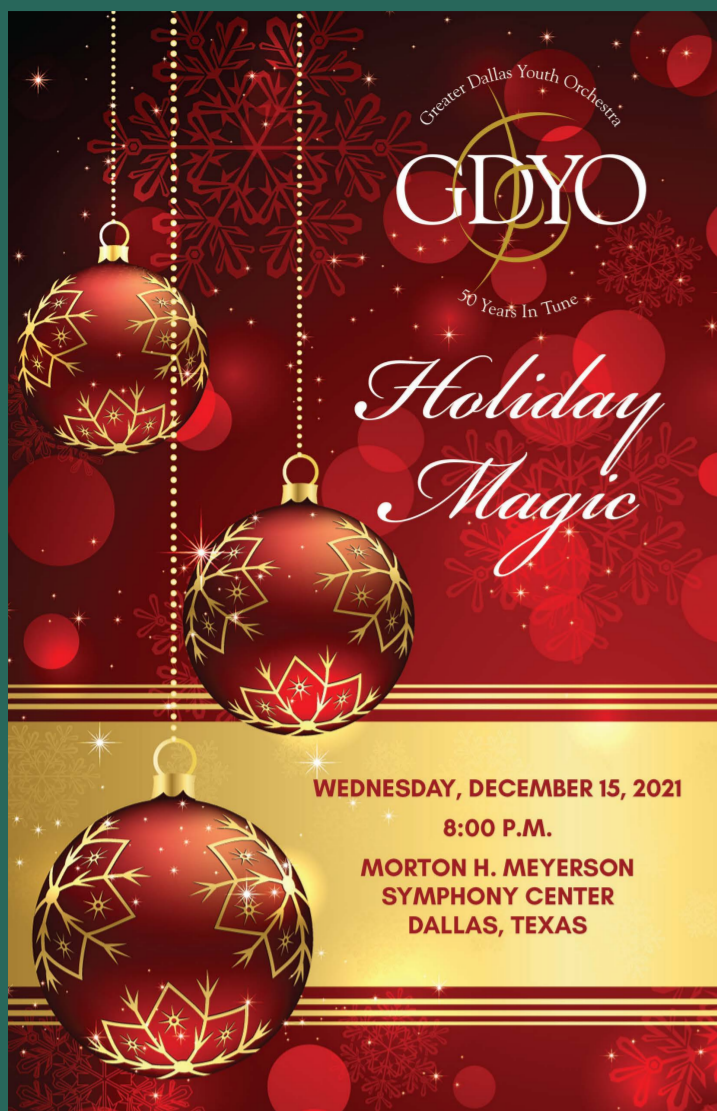


Cathy Havicon

Executive Director

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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 13, 2024

Art work due: September 13, 2024

Concert: December 18, 2024 Art
work due: November 18, 2024

Concert: March 2, 2025
Art work due: February 2, 2025

Concert: May 18, 2025
Art work due: April 18, 2025

