



# HARRISBURG SYMPHONY ORCHESTRA

STUART MALINA | MUSIC DIRECTOR

## 2026-2027 ADVERTISING RESERVATION FORM



### Masterworks

Each season the Harrisburg Symphony Orchestra (HSO) presents seven pairs of concerts during its Masterworks series at the Forum Auditorium. Maestro Stuart Malina and the Orchestra, along with celebrated quest artists, explore the vast treasure of enduring orchestral repertoire from Classical to the present day, with works by Beethoven, Brahms, Copland, Mahler, Shostakovich, and others.



Discover new possibilities and advertise to nearly

# 40,000

Harrisburg Symphony Orchestra & Harrisburg Symphony Youth Orchestras Patrons!

Put your brand in front of an audience of socially connected professionals and community leaders who are invested in the Capital Region.

The Harrisburg Symphony Orchestra

The Harrisburg Symphony is the region's finest professional orchestra with a diverse audience from five counties.



### Capital Blue Cross POPS

The dazzling world of orchestral POPS comes to the The Forum Auditorium for five pairs of concerts each season, sponsored by Capital Blue Cross. The HSO and Stuart Malina present popular music old and new, from the great James Bond movies, Nat King Cole and Natalie Cole, John Williams, and others!

The Harrisburg Symphony Youth Orchestras

The Harrisburg Symphony Youth Orchestras — elementary through high school — enrich the lives of young people within a thriving musical community. We provide the finest possible training, practice and performance opportunities, and attract family audiences from five counties.



2026 -2027

# Advertising Rates and Dimensions

## Contact

Please contact Sarah with **Storytelling Marketing Communications** if you have questions at **717.409.5642** or at [manager@marketinggurus.biz](mailto:manager@marketinggurus.biz)



## Ad Submission

You may email your ad to Sarah at [manager@marketinggurus.biz](mailto:manager@marketinggurus.biz). Files must be submitted in a print-ready, high-resolution (300 dpi) PDF, CMYK format- no spot colors permitted.

Harrisburg Symphony Orchestra <i>12 editions covering 24 performances, reaching over 35,000 patrons!</i>			
AD PLACEMENT INFORMATION	FULL SEASON (12 CONCERTS)	HALF SEASON (6 CONCERTS)	AD SIZE
ANNUAL PLACEMENT	B&W ONLY	B&W ONLY	DIMENSIONS
FULL PAGE	\$3,150	\$1,650	5"w X 8"h
HALF PAGE (HORIZONTAL)	\$1,785	\$935	5"w X 3.75"h
HALF PAGE (VERTICAL)	\$1,785	\$935	2.75"w X 8"h
QUARTER PAGE (HORIZONTAL)	\$1,365	N/A	4"w X 2.75"h
QUARTER PAGE (VERTICAL)	\$1,365	N/A	2.75"w X 4h
PREMIUM PLACEMENT	COLOR ONLY		DIMENSIONS
OUTSIDE BACK COVER	\$6,720		5.5"w X 8.5"h
INSIDE FRONT COVER	\$4,095		5"w X 8"h
INSIDE BACK COVER	\$4,095		5"w X 8"h

Harrisburg Symphony Youth Orchestra <i>3 editions covering 3 performances, reaching over 4,400 patrons!</i>		
AD PLACEMENT INFORMATION	FULL SEASON (3 CONCERTS)	AD SIZE
ANNUAL PLACEMENT	COLOR/B&W ONLY	DIMENSIONS
FULL PAGE	\$945/\$735	5"w X 8"h
HALF PAGE (HORIZONTAL)	\$735/\$525	5"w X 3.75"h
HALF PAGE (VERTICAL)	\$735/\$525	2.75"w X 8"h
QUARTER PAGE (HORIZONTAL)	\$630/\$420	4"w X 2.75"h
QUARTER PAGE (VERTICAL)	\$630/\$420	2.75"w X 4h
PREMIUM PLACEMENT	COLOR ONLY	DIMENSIONS
OUTSIDE BACK COVER	\$1,260	5.5"w X 8.5"h
INSIDE FRONT COVER	\$1,050	5"w X 8"h
INSIDE BACK COVER	\$1,050	5"w X 8"h

**Receive 10% off your ad total if advertising in both HSO and HSYO full-seasons programs**

### ADVERTISING NOTES:

- Artwork for HSO/HSYO ads can be changed each time-please ask for the artwork schedule if interested in changing.
- Previous artwork will be repeated if a response isn't received prior to the artwork deadline dates for the season
- Please make sure dated events run through the concert program date, to ensure the dates are not expired when the program is printed. Show dates will be provided once ad reservation is received.
- Premium placement ads are sold on a first-come, first-serve basis, with first right of refusal.
- Have an event/date specific ad you want to advertise in only one issue? - contact [manager@marketinggurus.biz](mailto:manager@marketinggurus.biz)
- Ad creation and editing services available for an additional fee

# HSO/HSYO 2026-2027 Advertising Reservation Form

Please complete this form and email to Sarah with Storytelling Marketing Communications: [manager@marketinggurus.biz](mailto:manager@marketinggurus.biz)

## Contact Information

Contact Name

Company

Address

City

State

Zip

Phone

Email

## HSO Deadline Dates

### Ad Reservation

- Full Season: 8/20/26
- Half Season (Books 1-6): 8/20/26
- Half Season (Books 7-12): 12/21/26

### Artwork Due

- Full Season: 8/26/26
- Half Season (Books 1-6): 8/26/26
- Half Season (Books 7-12): 1/7/27

## HSYO Deadline Dates

**Ad Reservation:** 9/14/26

**Artwork Due:** 9/21/26

## Harrisburg Symphony Orchestra Advertising Information

### Ad Placement Selection:

- Full Season
- Half Season (Books 1-6)
- Half Season (Books 7-12)

### Program Placement

- Full Page
- Half Page (horizontal)
- Quarter Page (horizontal)
- Half Page (vertical)
- Quarter Page (vertical)

### Premium Placement

- Outside Back Cover
- Inside Back Cover
- Inside Front Cover

**HSO Sub-Total: \$** \_\_\_\_\_

## Harrisburg Symphony Youth Orchestra Advertising Information

### Ad Placement Selection:

- Full Season

### Program Placement

- Full Page
- Half Page (horizontal)
- Quarter Page (horizontal)
- Half Page (vertical)
- Quarter Page (vertical)

### Premium Placement

- Outside Back Cover
- Inside Back Cover
- Inside Front Cover

**HSYO Sub-Total: \$** \_\_\_\_\_

## Payment Information

Please complete the ACH information below:

- Pay in Full
- Pay per issue

Financial Institution: \_\_\_\_\_

Routing Number \_\_\_\_\_

Account Number \_\_\_\_\_

*As a duly authorized check signer on the financial institution account identified below, I/We authorize Storytelling Marketing Communications to perform scheduled electronic funds transfer debits to our account identified for payments due or when authorized for publications advertising. **Payments will appear on your bank statement from Storytelling Marketing Communications.***

Company

Billing Contact Name

Address

City

State

Zip

Phone

Email

I/We understand and authorize all of the above as evidenced by my signature above: