



**NATIONAL REPERTORY**  
*orchestra*

# Advertise With the NRO

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## ADVERTISING OPPORTUNITIES IN THE 2024 NRO SUMMER PROGRAM

Based in Summit County, Colorado, the National Repertory Orchestra is a local organization with a global reach. Under the baton of Music Director Michael Stern, the NRO develops the next generation of world-class, diverse and socially conscious young professional musicians through our merit-based and tuition-free summer music festival. We inspire young musicians to be great leaders in their communities while *Changing Lives Through Music!*

This summer, the NRO will welcome 80 young professional musicians and 10 administrative fellows along with extraordinary guest conductors Leonard Slatkin, Matthias Pintscher, Karina Canellakis, Robert Moody, Jason Seber and Carl Topilow, NRO Music Director Laureate.

Advertise with the NRO and reach over 18,000 audience members who put back over \$2,000,000 into our community. Our publication will be provided free of charge to all concertgoers throughout the season. A digital issue will also be available at [NROmusic.org](http://NROmusic.org), which will include direct access to advertiser websites. Envision thousands of patrons with significant local economic impact viewing your advertisement while experiencing world-class performances presented at the highest level of artistic excellence.

**RESERVE YOUR SPACE TODAY**

Contact Kelly Sanders, Director of Community Relations,  
at 970.453.5825 or [kelly@nromusic.org](mailto:kelly@nromusic.org)

# Print & Digital Reach

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PRINT + DIGITAL — **18,000+**  
annual NRO audience

**3,750**  
digital program views

WEBSITE — **33,500+**  
page views per month

**8,000**  
unique visitors per month

SOCIAL MEDIA — **8,781**  
followers on FB and IG

E-NEWSLETTER — **8,700**  
subscribers

**46%**  
average open rate





# The NRO Audience

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Audiences who attend NRO concerts positively impact the local economy, spending dollars on activities like dining, lodging, and shopping. Arts and cultural organizations like the NRO make communities more attractive to visit, live and work—they generate government revenue, ignite business development, drive tourism, and infuse communities with health and vitality.

**75%**

HAVE AN AVERAGE  
HOUSEHOLD INCOME  
OF \$100,000+

**36%**

SECOND  
HOMEOWNERS

**34%**

PRIMARY  
RESIDENTS

**96**

NET PROMOTER  
SCORE

**\$2.16 M**

INFUSED INTO THE  
LOCAL ECONOMY BY  
NRO & OUR AUDIENCE

**56%**

HOLD A  
GRADUATE DEGREE

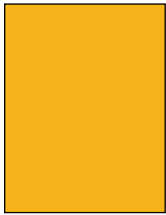
# Ad Rates & Sizes

## PREMIUM PLACEMENT

Full Page, Back Cover	<i>Sold!</i> \$2,500
Full Page, Inside Front Cover	<i>Sold!</i> \$2,000
Full Page, Inside Back Cover	\$1,800

## STANDARD PLACEMENT

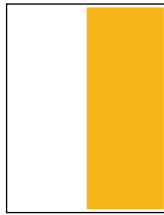
Full Page	\$1,500
Half Page	\$1,100
Quarter Page	\$500
Eighth Page	\$300



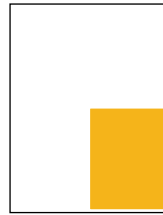
**FULL PAGE**  
Trim: 8.375" x 10.975"  
Full Bleed: 8.625" x 11.125"



**HALF PAGE HOR.**  
Trim: 7.5" x 5"



**HALF PAGE VER.**  
Trim: 3.5" x 9.725"



**QUARTER PAGE**  
Trim: 3.5" x 4.75"



**EIGHTH PAGE**  
Trim: 3.5" x 2.25"

## FILE REQUIREMENTS

- All ads are full-color CMYK.
- Text/important graphics must be inset 0.25 inches from the trim size.
- Preferred file type is 300dpi PDF with no crop marks.
- Placed images, including logos, must be at least 300 dpi.

## ADDITIONAL ADVERTISER BENEFIT: DIGITAL PROMOTION

- The digital program includes a direct link to your business website at no additional cost.



# Advertising Agreement

Please check the box that corresponds with your as selection and complete the information on this page.

## PREMIUM PLACEMENT

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Full Page, Inside Front Cover	\$2,000	<i>Sold!</i>
Full Page, Inside Back Cover	\$1,800	

## STANDARD PLACEMENT

Full Page	\$1,500
Half Page	\$1,100
Quarter Page	\$500
Eighth Page	\$300

## YOUR INFORMATION

Company Name \_\_\_\_\_

Advertising Contact \_\_\_\_\_

Billing Address \_\_\_\_\_

Email Address \_\_\_\_\_

Phone \_\_\_\_\_

## PAYMENT METHOD

### Payment by Credit Card

Contact [kelly@nromusic.org](mailto:kelly@nromusic.org) to make payment.

### Payment by Check

Make payable to National Repertory Orchestra and mail to:

PO Box 6336

Breckenridge, CO 80424

## ARTWORK

I will submit new artwork for the 2024 Program Book.

Please use artwork from 2023 Program Book

Signature \_\_\_\_\_ Date \_\_\_\_\_

**TERMS & CONDITIONS:** By signing this legally binding contract, Advertiser agrees to the terms of advertising in the National Repertory Orchestra Program Book for the 2024 Season. Advertiser agrees to abide by all due dates for payments and art submission and understands that a 2% late fee will be assessed monthly to accounts over 30 days past due. Please submit this form to Kelly Sanders by email to [kelly@nromusic.org](mailto:kelly@nromusic.org) or mail to PO Box 6336, Breckenridge, CO 80424.

**ARTWORK AND FINAL PAYMENT  
DUE BY APRIL 1, 2024**

Contact Kelly Sanders, Director of Community  
Relations, at 970.453.5825 or [kelly@nromusic.org](mailto:kelly@nromusic.org)