



NATIONAL  
REPERTORY  
ORCHESTRA

# 2025 Advertising Opportunities



**RESERVE YOUR SPACE TODAY!**

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

# Print & Digital Reach

## BOOST YOUR ADVERTISING REACH WITH INCLUSION IN OUR PRINT AND DIGITAL CHANNELS

The NRO program is provided free of charge to all concertgoers throughout the season. 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. A digital issue will also be available at NROmusic.org, which will include direct access to advertiser websites, and your logo will be listed on several pages on nromusic.org.



PRINT + DIGITAL — **23,500+**  
annual NRO audience

**6,000+**  
digital program views

WEBSITE — **36,000+**  
page views per month

**10,800+**  
unique visitors per month

SOCIAL MEDIA — **206,900+**  
reach on Facebook & Instagram  
during Summer Music Festival



AVERAGE REACH RATE IS 10-20% FOR SOCIAL MEDIA;  
NRO REACH RATE EXCEEDS 2,000% (9,200 FOLLOWERS)



# 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.

**73%**

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

**29%**

SECOND  
HOMEOWNERS

**23%**

PRIMARY  
RESIDENTS

**96**

NET PROMOTER  
SCORE

**\$2.4 M**

INFUSED INTO THE  
LOCAL ECONOMY BY  
NRO & OUR AUDIENCE

**74%**

HOLD A  
GRADUATE DEGREE

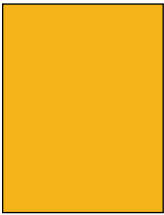
# Ad Rates & Sizes

## PREMIUM PLACEMENT

Full Page, Back Cover	\$2,500
Full Page, Inside Front Cover	\$2,000
Full Page, Inside Back Cover	\$1,800

## STANDARD PLACEMENT

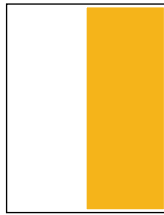
Full Page	\$1,500
Half Page	\$1,100
Quarter Page	\$500
Eighth Page	\$300



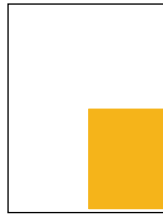
**FULL PAGE**  
Trim: 8.375" x 10.975"  
Full Bleed: 8.625" x 11.125"



**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

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

## 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 2025 Program Book.

Please use artwork from 2024 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 2025 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, 2025**

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