MISSISSIPPI
SYMPHONY
ORCHESTRA

2021-2022 Program Advertising

77th season

ADS APPEAR IN
PROGRAM BOOK
FOR THE ENTIRE SEASON

ALL ADS FULL-COLOR

HIGH-QUALITY 48-PAGE
PROGRAM BOOK
PRINTED LOCALLY

ADS REACH APPROXIMATELY
15,000 CONCERT
ATTENDEES PER SEASON

INDIVIDUAL KEEPSAKE
PLAYBILLS COMPLEMENT
THE SEASON PROGRAM BOOK
AT EACH OF OUR CONCERTS

For more information,
call or email
Michael Beattie,
Executive Director.
601-960-1565
mbeattie@msorchestra.com

The Mississippi Symphony Orchestra's season program book reaches approximately 15,000 attendees, by being placed directly into their hands at every concert. Throughout the year, additional copies are shared with metro-area newcomers and key leadership. The program book is complemented by individual playbill editions, designed specifically to create a fresh connection with our audience at each and every performance.

Our audience is metro-area citizens with wide interests, multi-degree educations, and established homes who have chosen to be captivated and enlightened by live orchestral music. With each evening's performance comes a unique program book, ample time to study it's pages, and the possibility of being a treasured souvenir.

Join us in reaching our common audience by reserving your ad space for MSO's 77th season!

Placement Reservation: July 15, 2021
Ad Deadline: August 1, 2021
Distribution: 11 concert evenings / one book per concert
Format: 5.5" x 8.5", full-color, perfect-bound & fine-printed book

The MSO program book will be used for the 2021-2022 season line-up of five main stage BRAVO concerts, two creative POPS concerts with guest artists and one special event, all in Thalia Mara Hall in Downtown Jackson. The program book will also be used at all four CHAMBER concerts, each staged in a different venue in the Jackson-metro area.

Your advertising dollars help ensure MSO's economic stability, a strong creative economy, programs for young people that foster personal growth and leadership, and an invigorating cultural institution that reaches far beyond entertainment to change lives.

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