

60,000+ AFFLUENT THEATRE GOERS



ASOLO PROGRAM BOOK

A loyal, affluent and engaged audience of approximately 60,000 attends this mix of classical and contemporary theater, and the Asolo's program provides critical access to this core group of influential arts patrons.

85,000+ MUSIC ENTHUSIASTS



SARASOTA ORCHESTRA MASTERWORKS PROGRAM BOOK

With an annual subscription renewal rate of 90%, Masterworks continues to be one of Sarasota's premier arts offerings, reaching highly educated, high-net-worth patrons. Three program books are distributed over a 7 Month period.

Your ad will appear in all three programs:

- **MASTERWORKS PROGRAM BOOK**
- **POPS PROGRAM BOOK**
- **SARASOTA MUSIC FESTIVAL**

135,000+ SUPPORTERS OF THE ARTS



VAN WEZEL PROGRAM BOOK

The Van Wezel presents the biggest names in classical and popular music, dance, Broadway and comedy. With 1,700-plus seats selling out night after night, it's the largest arts presenter in Sarasota, Manatee and Charlotte. The program book will be available at all 80+ shows.

Distribution & Ad Rates

	DISTRIBUTION	FULL PAGE	2/3 PAGE	1/2 PAGE HORIZONTAL	1/2 PAGE VERTICAL	1/4 PAGE HORIZONTAL	1/4 PAGE VERTICAL	1/3 PAGE	1/6 PAGE
ASOLO PROGRAM BOOK	OCT 2024 - APR 2025	\$8,880	\$7,150	\$5,310	N/A	N/A	N/A	\$4,230	N/A
SO MASTERWORKS	NOV 2024 - JAN 2025	\$7,255	\$5,195	\$4,495	N/A	N/A	N/A	\$3,100	\$1,885
SO POPS	JAN 2025 - APR 2025	INCLUDED	INCLUDED	INCLUDED	N/A	N/A	N/A	INCLUDED	INCLUDED
SO MUSIC FESTIVAL	JUN 2025 - JUN 2025	INCLUDED	INCLUDED	INCLUDED	N/A	N/A	N/A	INCLUDED	INCLUDED
VAN WEZEL	OCT 2024 - MAY 2025	\$8,500	N/A	\$5,810	\$5,810	\$3,120	\$3,120	N/A	N/A

RESERVE YOUR SPOT ASOLO PROGRAM BOOK: BY AUGUST 30TH, 2024 SARASOTA ORCHESTRA: BY AUGUST 30TH, 2024 VAN WEZEL: BY SEPTEMBER 13TH, 2024