

A photograph of Yo-Yo Ma, a world-renowned cellist, performing on stage. He is wearing a dark suit, a white shirt, and a red tie. He is smiling and looking towards the audience. He is holding a large, polished wooden cello. The background shows an audience seated in a concert hall, with some people clapping. The lighting is warm and focused on the performer.

**MUSIC
WORCESTER**
2025-2026 season

ADVERTISE

**AND REACH OVER 20,000
AUDIENCE MEMBERS ANNUALLY**

ADVERTISE in the Music Worcester program book and reach patrons at more than two dozen events each year. The program book is distributed free of charge, reaching local audiences who are educated and culturally engaged.

Music Worcester audiences are loyal and many see multiple concerts throughout the season. Not only will your message reach these audiences multiple times in a year, but their enthusiasm for Music Worcester also positively impacts their impressions of businesses and advertisers who partner with us.

Since 1858, Music Worcester, Inc. has presented concerts by the world's most distinguished orchestras, soloists, dance companies, and chamber & jazz ensembles at leading venues around Greater Worcester.

Sponsors & advertisers keep Music Worcester growing and help bring cultural experiences to the Worcester community.

Thank you for your support.

Yo-Yo Ma at Mechanics Hall, 2019
credit: Louie Desples

Advertising in the Music Worcester program book reaches attractive audiences.



95%

Patrons with a net worth over \$100k



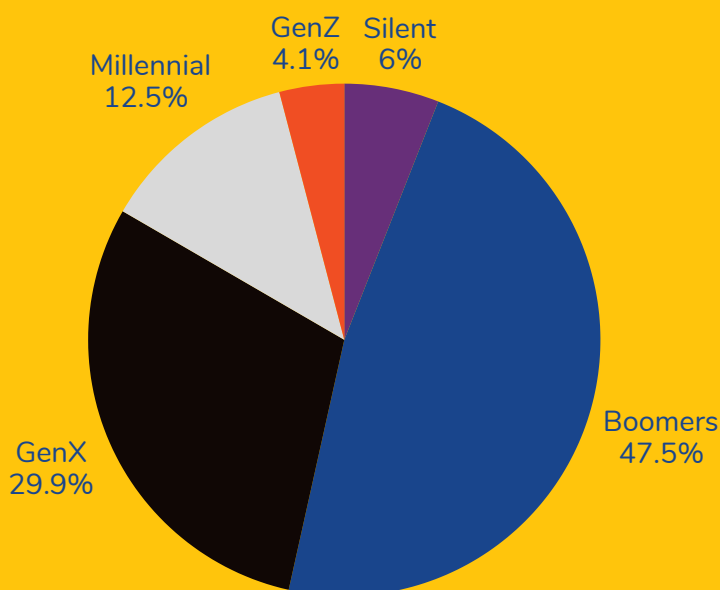
62%

Patrons with a college degree or higher



55%

Patrons living in Central Massachusetts



Audiences love Music Worcester's programming. Hear it from them directly:

Fabulous, so pleased to be part of this.

Such extraordinary talent you bring to Worcester.

Everything about the experience was wonderful! Including staff I interacted with. Highly recommend.



Rodney Marsalis at Mechanics Hall, 2025 **MUSIC WORCESTER**
credit: Matt Wright



**MUSIC
WORCESTER**

Simone Dinnerstein at Mechanics Hall, 2018
credit: Troy Thompson

ADVERTISEMENT OPTIONS

There are two editions of the Music Worcester program book: Fall/Winter and Spring, and your advertisement will run in both.

1/8 Page..... \$500

1/4 Page..... \$1,100

1/2 Page..... \$1,400

Full Page.. \$2,000

**Book your ad by August 1 and
save \$100 with Early Bird pricing.**

**For questions or to book ad space,
contact Gillian Dana.**

**gillian@musicworcester.org
508-257-1741**

Reservations

Accepted File Formats High-Res JPG or PNG;
Adobe PDF, PSD, TIFF

Ads should be no less than 300 DPI, high-res,
print quality, embedded

Rates apply to printer-ready ads and include
distribution at 20+ events.

All ads are printed in color.

Mechanics Requirements

- Full Page NB: 7.5"w x 10"h
- Full Page B: 8.75"w x 11.25"h
- 1/2 Page: 7.5"w x 4.75"h
- 1/4 Page: 3.5"w x 4.75"h
- 1/8 Page: 3.5"w x 2.25"h

B/NB: Bleed/Non-Bleed