



QUAD CITY SYMPHONY ORCHESTRA
MARK RUSSELL SMITH, MUSIC DIRECTOR AND CONDUCTOR



2025-26 SEASON

ADVERTISING OPPORTUNITIES

PRINTED & DIGITAL PROGRAM BOOKS

DIGITAL YOUTH PROGRAM BOOKLETS

NEW! YOUTH ENSEMBLE EMAILS

NEW! DIGITAL AD RETARGETING

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2025-26 SEASON CONCERT OVERVIEW

TRADITIONAL SYMPHONY PATRON + NEW & DIVERSE AUDIENCES

QCSO: WHERE ACCESS MEETS INSPIRATION

We are committed to presenting a wide range of programming— from classical masterworks and intimate chamber performances to blockbuster films and the LeClaire Park rocking QCBT Riverfront Pops.

27,000+ CONCERTGOERS

With diverse concerts come diverse audience including families, well-educated professionals, and influential business and community leaders. Connecting them all is valuing quality experiences, community investment, and the arts.

CLASSICAL

MASTERWORKS

Featuring the full professional orchestra, our Masterworks Concerts showcases the power and passion of the symphonic tradition with timeless classics, contemporary voices, boundary-pushing premieres, and world class guest artists.

UP CLOSE

The QCSO's Up Close series offers intimate chamber performances that spotlight the exceptional talents of our musicians. Set in unique venues throughout the Quad Cities, these concerts provide audiences with a personal and immersive musical experience.

POPS & MOVIE

QCBT RIVERFRONT POPS

The Quad Cities' ultimate summer tradition! Thousands gather along the Mississippi in LeClaire Park for an electrifying night of symphonic rock, family fun, and fireworks. Each year features a new theme—like **2025's Chicago & More!**—with timeless hits from iconic bands performed live by the QCSO.

FILMS-IN-CONCERT

Experience blockbuster films like never before with the QCSO performing the scores live in sync with high-definition screenings. The 2025–26 season features **JURASSIC PARK IN CONCERT** and **HARRY POTTER AND THE DEATHLY HALLOWS™ PART 2 IN CONCERT**

YOUTH & FAMILIES

QUAD CITY SYMPHONY YOUTH ENSEMBLES

QCSYE consists of four performance groups for students of all levels. Ensemble members come from the greater Quad Cities, as well as other communities in southeast Iowa and northwest Illinois. These ensembles perform four concerts throughout the school year.

PRINTED & DIGITAL PROGRAM BOOKS

4 BOOKLETS = 4 TARGETED AUDIENCES

CLASSICAL	QCBT RIVERFRONT POPS
<i>approx. 10,000 ATTENDEES</i>	<i>approx. 7,000 ATTENDEES</i>
12 MASTERWORKS CONCERTS (October - April) 4 UP CLOSE CONCERTS (November - April) 2 HOLIDAY BRASS (December)	BABY BOOMERS & GEN-X (45-79 years old) Multigenerational Families Social Experience Seekers
BABY BOOMERS & GEN-X (45-79 years old)	JURASSIC PARK
Culturally Engaged Lifelong Learners Fine Arts Supporters	<i>approx. 2,250 ATTENDEES</i>
DIGITAL BONUS	HARRY POTTER
DIRECT LINK TO YOUR WEBSITE	<i>approx. 4,500 ATTENDEES</i>
Members of these four targeted audiences can instantly access your website with a single click.	MILLENNIALS & GEN-Z (13-44 years old) Families with Kids (Ages 8-17) Fantasy & Pop Culture Lovers

SIZE	ALL PROGRAMS	CLASSICAL	ALL POPS	SINGLE POPS
FULL PAGE	\$5,000	\$3,150	\$2,150	\$800
HALF PAGE	\$3,000	\$1,750	\$1,350	\$500
QUARTER PAGE	\$1,400	\$875	\$625	\$250

GUARANTEED POSITION +5%

AD DIMENSIONS		AD DEADLINES	
FULL PAGE	4.75" w X 7.75" h	QCBT RIVERFRONT POPS	JULY 16, 2025
HALF PAGE	4.75" w X 3.75" h	CLASSICAL	SEPTEMBER 4, 2025
QUARTER PAGE	2.25" w X 3.75" h	JURASSIC PARK	SEPTEMBER 25, 2025
		HARRY POTTER	OCTOBER 22, 2025

DIGITAL YOUTH PROGRAMS & EMAILS

3 DIGITAL BOOKLETS + 2 EMAIL OPPORTUNITIES

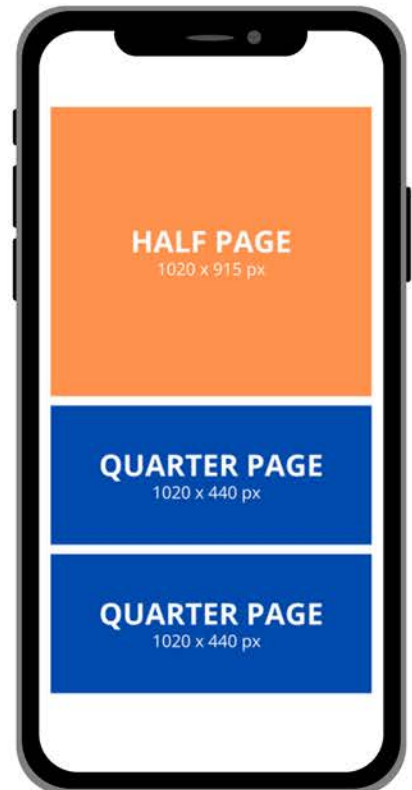
REACH YOUTH & FAMILIES

- 275 youth orchestra members
- 450 email subscribers
- 1,200 average audience per concert

INSTANT GRATIFICATION

Readers can instantly access your website with a single click!

SIZE	ALL PROGRAMS
FULL PAGE SPECIAL	\$800
FULL PAGE	\$600
HALF PAGE	\$400
QUARTER PAGE	\$325
EMAIL AD ONS	
E-BLAST	\$250
NEWSLETTER	\$100
AD DIMENTIONS	
FULL PAGE	1020 px w X 1860 px h
HALF PAGE	1020 px w X 915 px h
QUARTER PAGE	1020 px w X 440 px h
E-BLAST	650 px w X 1,000 px h
NEWSLETTER	650 px w X 300 px h
AD DEADLINES	
PROGRAMS	OCTOBER 16, 2025
EMAILS	ONGOING



DIGITAL AD RETARGETING

YOUR ADS + OUR AUDIENCES

WHAT IS IT?

Ad retargeting is one of the most effective forms of digital advertising—offering you the opportunity to strategically serve highly relevant ads to the right audience at the right time.



Powered by **Feathr** | Brand Awareness
Digital Reach
Targeted Audience

HOW IT WORKS

Ad Retargeting uses simple Javascript code to identify visitors of QCSO.org and reach them with ads wherever they go online. By showing relevant, targeted ads to past QCSO.org visitors, you increase brand awareness and drive online engagement with your ideal customer.

STEP 1

INTERNET USERS VISIT THE QCSO WEBSITE.



STEP 2

THE USER EXITS THE QCSO WEBSITE.



STEP 3

WEBSITE VISITOR SEES YOUR AD WHEREVER THEY GO ONLINE.



STEP 4

VISITOR CLICKS YOUR AD & VISITS YOUR WEBSITE.



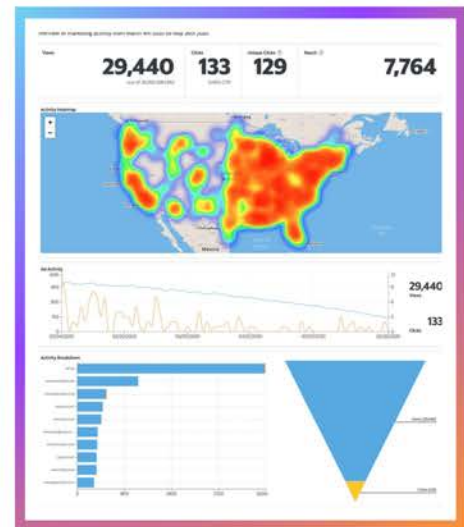
REPORTING

Track results in real-time! Live, shareable report tracks campaign results including:

- **NUMBER OF IMPRESSIONS**
- **CLICKS**
- **GEOGRAPHICAL LOCATIONS**

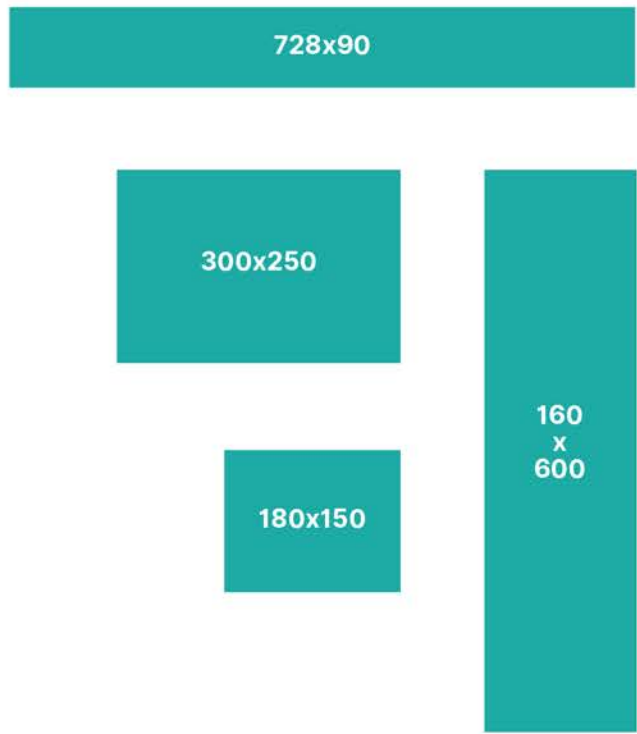
OPTIMIZE YOUR SPEND

- **A/B TEST** Try out different ad designs, messages, and calls to action.
- **PAUSE UNDER PERFORMING ADS** to allocate more impressions to your top-performing ads.



DIGITAL AD RETARGETING CONTINUED







AD DIMENTIONS	
REQUIRED	
<i>This is a set of four display ad sizes which are universally accepted across the web - these sizes are necessary to launch your ad retargeting campaign.</i>	
300 px w X 250 px h	160 px w X 180 px h
728 px w X 90 px h	180 px w X 150 px h
OPTIONAL	
<i>The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen</i>	
970 px w X 250 px h	300 px w X 1050 px h
300 px w X 600 px h	970 px w X 90 px h
320 px w X 50 px h	



Acceptable File Format: **.png, .jpg, .gif**.
The maximum file size of each creative that can be uploaded is 200MB.

RECOMMENDED PACKAGES

Duration for all packages is negotiable. Additional price levels are available upon request.

BASIC \$1,500	STANDARD \$3,000	PREMIUM \$5,000
 VIEWS: 50,000	 VIEWS: 100,000	 VIEWS: 200,000
 DURATION: 1-3 Months	 DURATION: 1-3 Months	 DURATION: 1-3 Months